

# THE MANUFACTURING CONFECTIONER

Pioneer Specialized Publication for Confectionery Manufacturers

PLANT MANAGEMENT. PRODUCTION METHODS. MATERIALS. EQUIPMENT. PURCHASING. SALES. MERCHANDISING

VOL. XVII

NO. 7

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JULY, 1937

## M. C. POSTSCRIPTS

\* The discussion of the trade practice conference procedure as a cooperative method of eliminating unfair competitive practices, described in this issue by Charles H. March, will be of great interest to manufacturers who failed to hear his address presented at the recent N. C. A. convention.

Colonel March also explains the functions of the Federal Trade Commission in preventing unfair methods of competition in commerce.

\* Max Kelly says that the intelligent salesman "should be possessed of the initiative to do things on his own account without calling on a 'yes' or 'no' man to do his thinking for him. He should be his own 'yes' or 'no' man—a 'yes' man that means 'yes' and a 'no' man that means 'no'." He told the salesmen at their national convention at Atlantic City that "This type of man makes the best ambassador of good will and is capable of handling any assignment."

\* Walter C. Hughes, Trade Mark Counsel of the N. C. A., gave members some valuable advice in his talk at the convention. He said: "It is a wise precaution when adopting a trade-mark, to always file away in a suitable folder, or envelope, properly marked for future reference, specimens of the labels, wrappers, cartons, or other containers on which the trade-mark is used, and the invoices of first purchases of the packaging material, and copies of your invoices and the duplicate bills of lading covering your first intrastate as well as your first interstate shipment.

"Important trade-mark infringement cases have been lost because the first user could not substantiate his claims with documentary evidence.

"If your sales indicate that the candy on which a new name is used is going to be popular with the trade and the consumers, the name should be registered in the Patent Office.

"Usage in interstate commerce is a prerequisite to registering a trade-mark in the U. S. Patent Office."

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**POLICY:** THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

# THE MANUFACTURING CONFECTIONER

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## INVERSION . . . What Is It?

A Study by Microscopic Technique of Crystals in Fondant

★ By CLARENCE P. HARRIS, Ph.D., and CHARLES P. SHILLABER

### PART II.

**I**N THE first part of this description of the phenomena of inversion, reference was made to the acetone method for preparing the crystals for examination developed by Dr. Jordan. This method involves the intimate mixing or grinding of the fondant with acetone. The acetone dissolves the water in which some of the sugar is dissolved and effects the precipitation of that portion of the sugar which is in solution. This procedure was used in order to obtain the sugars in crystalline form so that they could be examined under the microscope. However, the inherent disadvantages of this method consist in the fact that the addition of acetone to a mixture of sugar crystals and a saturated sugar solution gives the undesirable result of the immediate precipitation of all the sugar in solution. This occurs because the sugars are insoluble in acetone and the acetone, which is miscible with water has the effect of removing the water from the sugar syrup with consequent precipitation of the sugars.

Furthermore, with the acetone method of isolating sugars from their solvents it is necessary to triturate the mixture of acetone and syrup, because on simple stirring together they do not mix readily and the time required to have the syrup and the acetone mix spontaneously would be excessively long, if such a result were obtained at all. Trituration with a beaker

and a stirring rod with flattened end gives a rapid mixture of the two liquids but the grinding action results in the breaking of the crystalline sugars and injury of their shape. The pictures thus obtained under the microscope are very different from the true situation in the fondant.

In examination of fondant, which sometimes contain butter fat, it is often desirable to obtain a picture of the fat as well as the sugar. The acetone method will not disclose any fat present because of the fact that the acetone dissolves the fat and the resulting picture shows only sugar crystals.

We have found that a picture of the true conditions existing in the fondant can be obtained by diluting fondants with a saturated syrup containing in solution, sucrose, dextrose, and levulose. Such a saturated syrup will neither dissolve any of the crystals present in the fondant, nor will it precipitate any of the sugars in solution in the syrup part of the fondant. It will not dissolve the globules of fat present and it permits the microscopic examination and production of photomicrographs which show the true conditions existing in these mixtures. Consequently we have adopted for examination of fondants, the use of such a saturated sugar syrup; and the photographs accompanying this article were made by diluting fondants with clear satu-



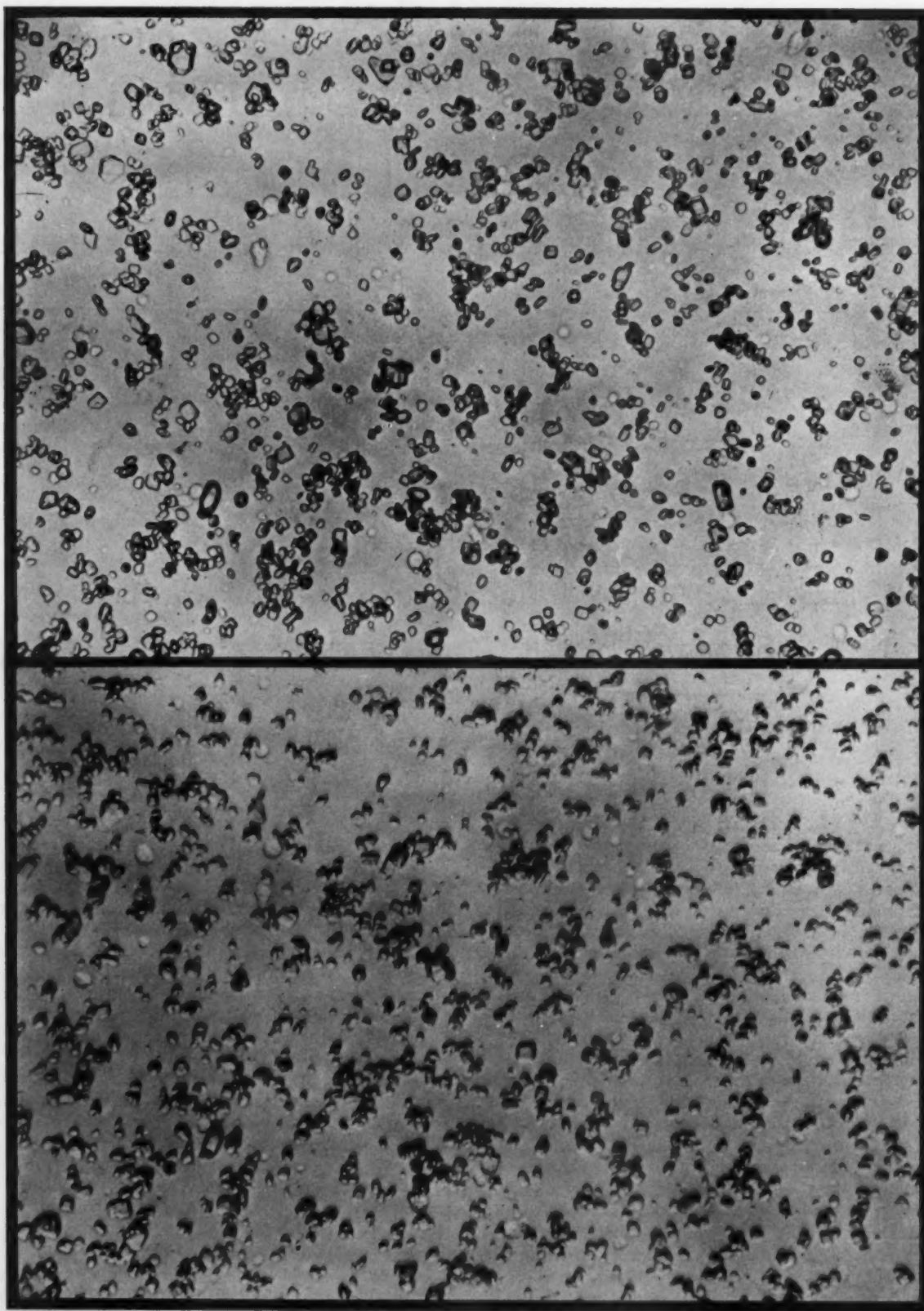


Fig. No. 4 (top)—Photomicrograph of sugar crystals in a commercial fondant X330. Ordinary brightfield illumination. The fondant is mounted in a saturated solution of sugar. Fig. No. 5 (bottom)—This is a different field of the same slide as Fig. No. 4. In this case the illumination is slightly decentered, the shading accentuates some of the finer detail.



rated syrups containing either sucrose syrup alone as in the case of Fig. 7 or with the three sugars mentioned above. It will be noticed that the photographs in contrast with those accompanying the first part of this article show crystals which are more nearly of the same size and two of the photographs, Nos. 4 and 5, which were made of a "butter cream fondant" also show oily fat drops which could not have been shown by the former method. A glance at the photographs accompanying the first part of this article clearly show the result of the precipitation of the sugar in solution by means of acetone. The field contains a large amount of finely divided, almost sub-microscopic crystals, resulting from such precipitation. In contrast the photographs shown herewith are characterized by the great clarity not only of the crystals themselves, but of the field, which is perfectly clear and free from any precipitated material.

A fondant was made up with the following materials:

180 grams sucrose  
20 grams honey  
48cc distilled water

The water was first heated to boiling. The sucrose was added and then the honey and the mixture was boiled until the temperature of the syrup thus formed reached 117.5 deg. C. At this temperature a clear syrup was obtained. This syrup was allowed to cool until it reached 35 deg. C., when four drops of Convertit, a commercial invertase preparation were added. On cooling a large amount of sucrose separated out and the resulting mass was a fondant except for the fact that it contained no albuminous frappé. The albumin was omitted because of possible interference with the microscopic examination, and also because it would not be affected by the invertase. The fondant thus formed was placed in the incubator at 35 deg. C. and kept at that temperature for 49 days. The total sugar present was analyzed by reduction methods and was found to be 85.0%, calculated as invert sugar. The following percentages of invert sugar were found:

After 5 days 13.0%  
After 13 days 14.65%  
After 49 days 36.0%

Sugar other than invert may be found by subtracting these figures from the 85% of the total sugar present.

The inversion of sucrose in fondants occurs very much more slowly than in very dilute sucrose solutions. In part, this may be attributed to the fact that in dilute solutions the amount of water present is so great that there is always ample present for use in hydrolysing the sucrose and this factor has no effect upon the speed of the reaction, even though the inversion consumes a small percentage of this water. However in sugar syrups or fondants, where the water may be as low as 15%, the decrease in water content, due to the fact that water is taken up by the sucrose during inversion, becomes important. The percentage of water decreases steadily during the inversion of such fondants. Furthermore, in the viscous syrups the rate of solution is retarded by the high viscosity and as invertase cannot act upon sucrose until it has been dissolved the rate of inversion is also retarded for this reason. This accounts for the comparatively slow rate of reaction. However it must be kept in mind that only a small degree of inversion is required to form a smooth, soft cream. This is especially true of the usual fondants containing frappé with or without butter or other fat. In fact Figs. 4 and 5 which were taken at a magnification of 330 diameters show an extremely finely divided

crystal structure, and yet this fondant, which was bought on the open market in the form of chocolate covered creams, contains only 5.5% of invert sugar in a total sugar content of 79.5%.

Fig. 7 shows the fondant made as described above after 49 days incubation at 35 deg. C. This fondant was prepared for photographing by the use of a saturated syrup containing sucrose, dextrose, and levulose. The rounded edges of the crystals are clearly visible and seem to be at least partly responsible for the lack of grittiness on the tongue.

Fig. 6 is a photomicrograph of a commercial invert sugar preparation. The crystals appear in the form of flat flakes and this appearance is doubtless due to the method employed in the commercial production.

### The Chemical Nature of Invertase

Invertase is used so widely in the confectionery industry that a brief description of what is known of the chemical nature of this substance is included here.

Invertase is, of course, an enzyme. It has not yet been obtained in a crystalline form although pepsin was crystallized by J. H. Northrop (1) and trypsin by the same investigator in conjunction with M. Kunitz (2). Although there is some doubt as to whether pepsin and trypsin are proteins they certainly show every indication of belonging to that group of chemical compounds. So far as the evidence at hand goes it would appear that these other enzymes are proteins which have altered themselves in order to perform a certain definite function. The purest forms of invertase also show evidence that invertase as well is a special form of protein. So it is not necessary for confectioners to believe that they are dealing with something very mysterious when they add small amounts of invertase preparations to their candies. It is reasonably safe for them to take it for granted that they are adding a trace of something only slightly different from albumin which forms frappé, but that this material has the special property of attaching itself to sucrose in the presence of water and hanging on until the sucrose breaks down into invert sugar.

Invertase works best in a slightly acid solution, in fact a pH = 4.5 is the optimum, as shown in Fig. 8. It is recognized that with a sucrose concentration of about 5% that the velocity of the inversion is at its maximum (3). What happens is that the sucrose and invertase react with each other, reversibly in the following manner:

Sucrose + invertase  $\rightleftharpoons$  sucrose—invertase compound

As the concentration of sucrose is increased the velocity decreases, and in the syrups used in the confectionery industry the velocity is very low, as has been shown in this study. The amount of sucrose hydrolyzed in time  $t$  has been calculated as follows: (4) (Fig. 9)

$$t = \frac{1}{N} \left[ \log \frac{100}{100-p} + 0.002642p - 0.00000886p^2 - 0.0000001034p^3 \right]$$

This formula is useful in low concentrations and of course would be very much lower in sugar syrups. It should be remembered that invertase is a natural product occurring in live cells such as yeast and also in the human digestive tract. It would appear that living organisms have the characteristic ability to generate new types of proteins which will serve to attack and assimilate food materials which otherwise would be unassimilable by the organism.

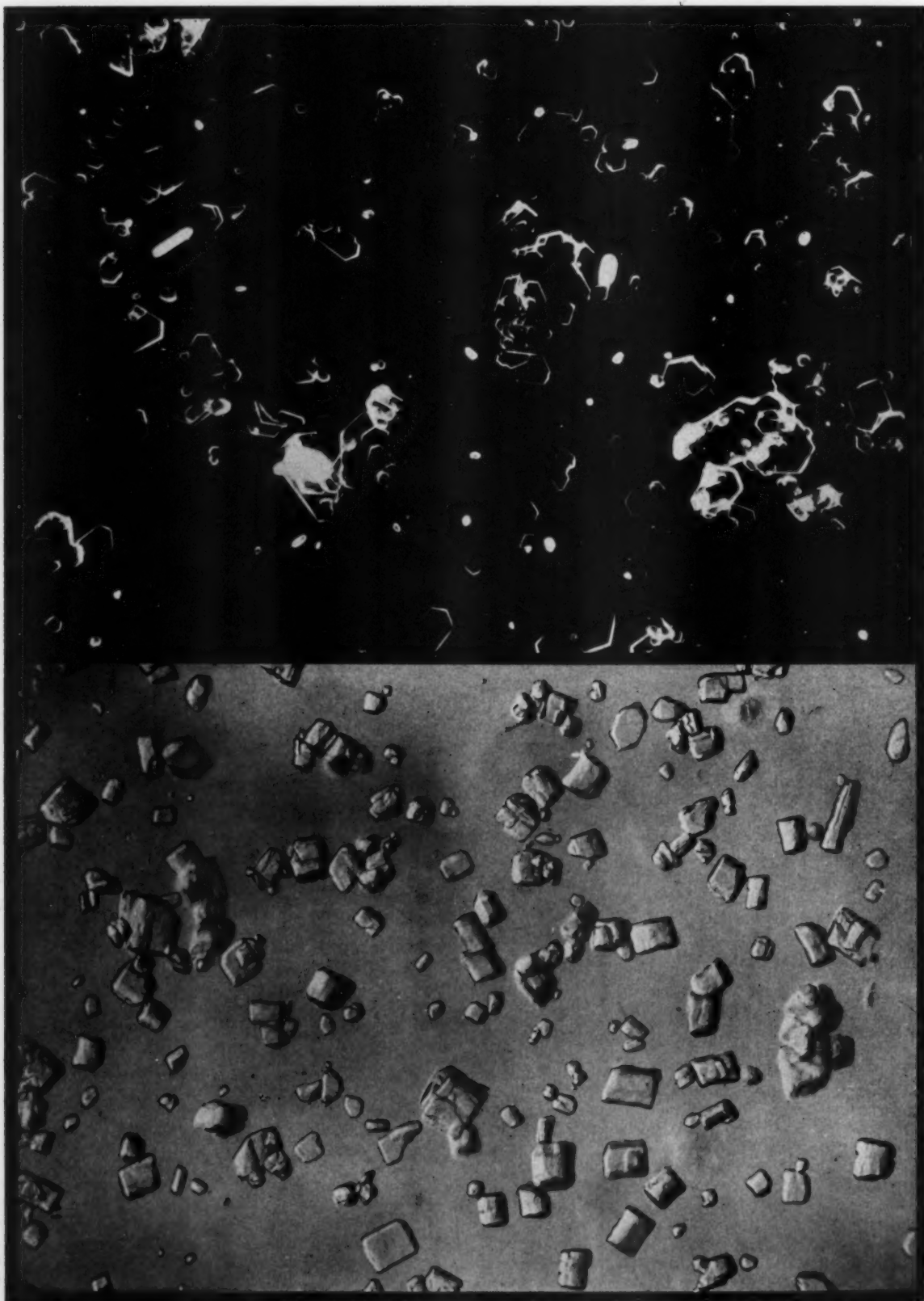


Fig. No. 6 (top)—Photomicrograph of commercial invert sugar. See text for full description. Magnification 330 diameters. Fig. No. 7 (bottom)—Photomicrograph of fondant sample X330. See text for complete description. Inversion had been progressing for 47 days.

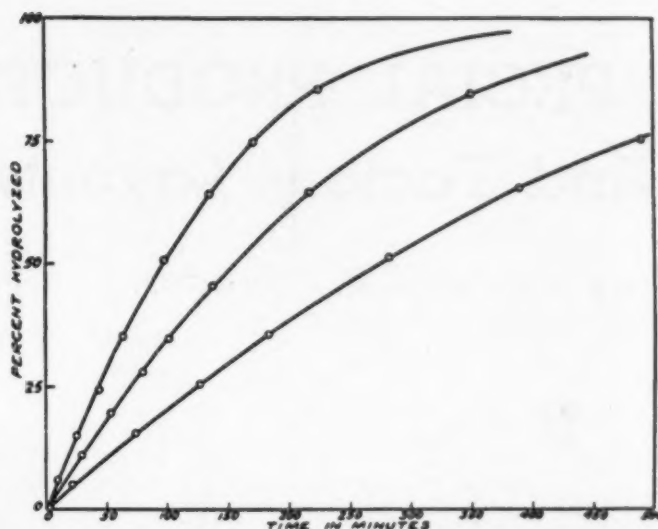
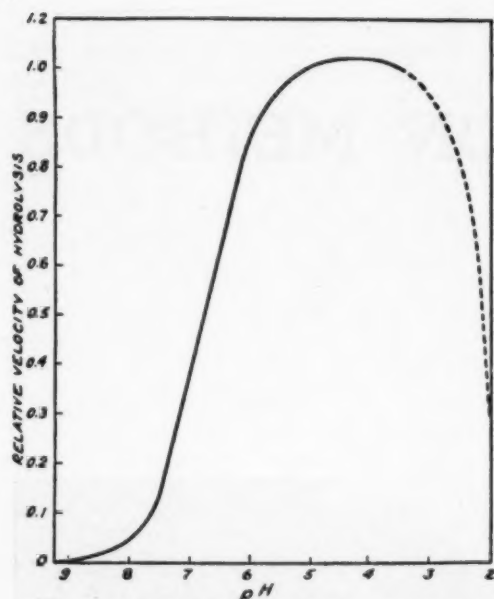


Fig. 8 (left)—Relationship between the pH and activity of a yeast invertase preparation. By Michaelis and Davidssohn: *Biochem. Z.* 35, 405 (1911). Fig. 9 (right)—Per cent of sucrose hydrolyzed plotted against time in the case of normal yeast invertase. By Nelson and Hitchcock: *J. Am. Chem. Soc.* 43, 1632 (1921).

### Microscopic Technique

The technique employed in making the foregoing examinations and photomicrographs and the main reasons in favor of it, is given as follows. In all cases the microscopic mounts were made for photomicrographs Nos. 4, 5, 6, and 7 according to the description in the first paragraph. On the other hand, the mounts referred to in the first part of this paper (see April issue of *THE MANUFACTURING CONFECTIONER*) were made after the water had been extracted with acetone as already described. Also, in photomicrographs Nos. 1, 2, and 3 (appearing in April) the sugar crystals were fastened to the slide with a one and one-half per cent solution of parlodion, then mounted in a high refractive index resin; namely, hyrax. When the mounts are made in sugar solutions it would seem, according to all optical laws, visibility would be decreased and transmission of light increased. Actually, to a certain extent this does occur; however, due to the thickness of the crystals and to the fact that most of their sides are at an angle to the optic axis of the microscope, visibility is not seriously impaired. A glance at photomicrographs Nos. 3 and 4 will show this.

Photomicrograph No. 4 was taken with transmitted light, and No. 5 with the light decentered by the iris diaphragm of the condenser. Decentering in this manner is often of great advantage in visual examinations and tends to enhance the vertical resolution and increase the stereoscopic effect. It increases visibility and aids in studying the smaller particles; however, spurious resolution must be guarded against since the effective aperture of the objective is altered. Photomicrograph No. 7 was taken in the same way as No. 5, all magnifications being on a scale of 330:1. Photomicrograph No. 6 is a darkfield photomicrograph and the lighting may be likened to that of Nos. 5 and 6 if the decentering of the illumination of the latter had been carried to such a point that there was no centrally transmitted light. Illumination of this sort depends entirely on oblique rays lighting up the particles and in no case sending light directly through the microscope. The thin plates of sugar, in this case, are so very thin that

without the aid of oblique illumination they would hardly be seen, their thickness for the most part being on the order of about one-half micron to zero. Looking over the picture, many of the crystals show boundaries on one, two, or three sides only, and since it is known that the darkfield is properly centered then this appearance can be considered to denote a wedge structure. In other words, where some boundary is absent the sugar plate is forming a very acute angle at that part of the crystal. The heavy spots of light are evidence of the reverse of the condition described above; that is, a plate tipped edgewise or parallel to the axis of the microscope.

Using a saturated solution of sugar has two distinct advantages and one disadvantage. Its two advantages are, first, speed; second, nothing is added to change the sugar crystals. The disadvantage is of importance, mainly when photomicrographs are to be taken, as the sugar crystals stay in motion for some time, perhaps eight to twelve hours. However, for visual work this is not important. With particles that are so small that study of them is difficult, owing to the refractive index of the mounting medium being the same (or nearly so) as the sugar, then it is necessary to cut in darkfield or use unilateral illumination (decentering the source of light by moving the lamp, adjusting the mirror, decentering the iris of the condenser, or using a special condenser stop). Sudan III has been suggested as increasing the visibility of sugar crystals. As far as the authors have been able to determine, the same effect can be had by adding a small amount of alcohol alone. The lowering of the refractive index in the sugar solution will in itself make the particles more visible. Another reason for not using Sudan III is the fact that cane sugar has a solubility in ethyl alcohol of 0.9 grams per 100 cubic centimeters.

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- (1) Northrop, J. H.: *J. Gen. Physiol.* 13, 739 (1930).
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- (4) Nelson and Hitchcock: *J. Am. Chem. Soc.* 43, 1632 (1921).



CONSULTING ENGINEER DISCUSSES

# SPECIAL PRODUCTION METHODS And Factory Layouts

★By EDWARD M. JOHNSON

Consulting Engineer, Chicago, Ill.

**B**Y THE proper co-ordination of the departments and straight lining the production methods to keep the goods in constant flow, as nearly as possible, from raw materials to the finished articles, the average candy plant can save from 20 to 35% on its direct labor expenses.

Mr. Melville, who has just preceded me on this subject, spoke of the importance of handling raw materials in your plant and starting them into the various processes required. Let us begin with the item of sugar. This comes largely in bags and, as a rule, these are placed on platforms and stored almost anywhere that available space can be found in the plant. A great many times this means blocking the aisles and obstructing the process work, as well as creating a hazard. They also are frequently moved from place to place and create additional expense.

## Handling Sugar

In practically all cases, sugar must be put into solution when used in candy making. Why not have one point in our plant to which all the sugar comes? It can be on the top floor or in the basement. At a suitable point we would have tanks where the sugar is dumped from the bags, put into solution, and pumped or flowed by gravity in pipe lines to the points of usage.

If this solution idea does not seem practical, in specific cases sugar can be conveyed with suitable elevators and conveyors that take up very little room, and stored in hoppers over the kettles where it is to be used. Or, again, if the sugar is opened on the top floor it can be distributed through pipes by gravity to many points of usage.

We can go a step further in our sugar handling method by obtaining the sugar in bulk. There are some installations that are having their sugar come from the refineries in hopper cars. The cars are emptied by drawing the sugar into suitable hoppers or bins below the tracks, and from there distributed into receptacles from which it is drawn into the solution tanks and then pumped to the point of usage. You can readily understand how this sort of handling will eliminate expense and at the same time make for better and more sanitary operations. It also lends itself very well to standardizing the product.

## Corn Syrup

Improvements have been made in the installation of corn syrup handling equipment in recent years. In our opinion, the ideal system for pumping corn syrup is to use a pressure system in which the corn syrup is



Electrically operated kneaders mixing flavors to an even blend through hot candy, in large-scale specialized production.

pumped into a pipe line from one main storage tank. The corn syrup should be pre-heated to lower its viscosity, the pipes should be large to reduce the friction, and all auxiliary tanks should be eliminated. There should be outlets from the pipe line system at each point where corn syrup should be used. The pressure on the line is kept constant by the use of an automatically controlled pump, and a surge drum cushions the pump impulse.

We believe that a steam pump with the correct kind of valves is the most suitable and economical to use for this purpose. The installation should also be made in such a way that the entire line can be drained back into the supply tank when desired. This is especially needed in factories that are not adequately heated at night during the winter season.

## Methods of Handling Milk

Opening milk barrels on operating floors is not particularly good practice, for as a rule it is unsanitary and causes a mess that costs money to clean, as well as being very unsightly and wasteful. If we are using any quantity of milk, the containers of this item can also be opened at some central point where the barrels are drained into the tanks, and pumped or flowed to various points of usage.

Another method in handling milk and other pumpable materials—such as corn syrup and sugar in solution—is to work out a plan to mix these various ingredients in their proper proportions in the materials handling department and pump this mixed solution from tanks to the various points required. Such a system is very feasible, and is in operation where large quantities of the same kind of goods are being manufactured more or less continuously. If it is necessary to make up different formulae of these mixed materials—such as fats, corn syrup, sugar, or milk—auxiliary tanks can be used. These materials from the supply department, and various kinds of mixtures, can be distributed to different points in the factory by the use of such a pipe line and auxiliary tanks. The materials can then be drawn from these tanks to the batch kettles, using a proper measuring device.

Now this all sounds as if we would have a tremendous lot of pipe lines in the plant. Perhaps so, but these pipe lines do not take up nearly the amount of space required by the raw materials in their shipping containers, scattered throughout the factory. These pipe lines, in most cases, utilize space at the ceiling for instance—that is not used for any other purpose, leaving more floor space available for processing work. Again, we can supplement such systems as we have suggested by the use of proper measuring devices for the batches, and get exactly the amount of materials necessary for our formulae. This will save a great deal of time in weighing and measuring the individual items, and at the same time assure standard quantities or standard formulae, which in turn gives a standard product.

### **Chocolate Handling**

This is a subject that can take up a great deal of thought, and one that pages could be written about. But we are going to discuss the matter briefly, assuming that the manufacturer buys his coating already prepared, and that the only processing needed is the breaking up of the chocolate and melting it down preparatory for tempering.

To break up the chocolate into small pieces rapidly, a chocolate breaker should be employed. After breaking, the chocolate can be conveyed or allowed to run by gravity to the melting kettles. The conveyor can be so arranged as to deliver chocolate to any one of a number of melting kettles. After the chocolate is melted it is either pumped or allowed to flow by gravity to the tempering kettles, which should be located adjacent to the enrobers, if we are machine dipping. These kettles should be so located that the chocolate can be drawn by gravity to the enrobers, as it is impractical to pump chocolate after being tempered.

Another method that can be pursued is to set up tempering machines and suitable chocolate pipe lines so that the chocolate can be pumped from the melting kettles through the tempering machines and then to the enrobers. By this method we can eliminate the use of tempering kettles, if we desire.

By methods such as we have described, we can locate our kettles entirely outside of the enrobing room; thus affording a much better opportunity to keep this room at the correct temperature for coating goods. While on this subject of enrobing rooms, it is well to realize that correct temperature and air conditioning in the enrobing room is just as essential to good chocolate work as correct temperature and air conditioning in the packing room.

### **Hard Candy Production**

In the production of hard candy, we have a complexity of products which, in most cases, many of us would say is impossible to straight line and get satisfactory results. But we are of the opinion that this department—by the proper use of conveyors, cooling, and sorting arrangements—can be made to function as efficiently as any other department in the plant.

Assuming that we have a hard candy department with a number of spinning tables and that we are proposing to make a hard candy mixture containing a variety of shapes and flavors. It is customary to spin this out on tables and allow it to cool, or use a cooling conveyor. The goods are caught at the end of this conveyor in various receptacles. In a great many cases, trays or boxes are used, and when these are filled, the goods are taken from the individual tables and thrown out on another table which is divided into bins. The various kinds of hard candy are brought to these bins and mixed. The goods are further cooled after the mixture is completed, and then packed from these tables.

Why not set our spinning lines up with conveyors, running them at an angle to the ceiling, which is lost space, anyway? Here we can run them the length of the factory and back again, as many times as necessary.

To do cooling in these tunnels we use conditioned air suitable for hard candy. After leaving the tunnel the streams arrive at the sorting tables or bins, where they meet cross conveyors which will distribute them into their proper places. Perhaps if three spinners are working, three streams of candy can be delivered to the one bin where the mixture is being collected. Or, if desired, each of the three spinners can have a bin of his own and gradually accumulate the mix he is working on.

In the event we are running stick candy, suckers, and other kindred items which must be wrapped or packed, proper conveyors can be arranged to meet the cooling line, which will deliver these items directly in front of the operatives on packing tables or to the wrapping machines.

Some such methods as we have described will greatly facilitate the movement of your candy in the hard candy rooms. We have briefly described such a system for the purpose of illustrating again the impor-



From a hopper hard candy drops roll into slots on these wrapping machines, converging in a group the size of a 5c package.

tance of keeping your product on the move and finishing it with the least possible expense of handling.

### **Boxes—Cartons and Other Packing Materials**

There is not an item among your raw materials that has a greater loss in shrinkage than the pasteboard boxes, cartons, and findings, unless proper care is taken in handling them in your plant and during your process work. Also these materials, especially the boxes, take up a large amount of floor space which should otherwise be put to profitable manufacturing.

In recent years the box companies have developed new and better types of folding boxes to take the place of the stand-up box. This type of box takes up little storage space, compared to the stand-up box when considered in the same quantities.

Another means of economized storage space and reducing waste is to make your boxes by machines in your own factory as you need them. Blanks can be furnished by the box manufacturers. These box machines take up a small amount of room and at the same time give you a very excellent box for your purpose.

Findings such as wrappers, box liners, layer boards, etc., should be kept in a room or space provided for the proper storage and distributing of these items. Under no circumstances should they be stored in the manufacturing space, but taken from the storage room in quantities sufficient to meet the production schedule. Considerable saving can be obtained by carefully analyzing this situation and giving much thought to it in making your layout. Boxes entering the plant should be taken to their storage place or point of usage by suitable conveyors, which in most cases can be hung from the ceiling—not interrupting your manufacturing process by the movement of trucks to and fro in your plant.

### **The Use of Heat**

The handling of heat, both in applying and extracting heat from your process, is a very important point to be considered in developing your layout and process. Assume that we are trying to standardize the process and products, and get absolute control of plant operations. Let us consider the problem of applying heat by the use of steam in the cooking.

If we have standardized our formulae and quantities in our batches, the amount of time for the cooking should also be standardized. Assuming that we are using 100 lbs. pressure steam at our cooking kettles, in a predetermined length of time we will cook our batch and obtain quite a standard product. If, however, for any reason the boiler pressure is allowed to drop, we have not the same available heat at the kettle and, as a consequence, the time of cooking alters. In many cases by prolonging the heating or cooking period we change the characteristics of the batch. As a result, we deviate from our standard and frequently wonder why the goods have not turned out right or kept right.

So, in our layout let us consider our steam plant. As a rule, steam requirements for process work in a candy plant fluctuate over a wide scale and at infrequent intervals. For economical boiler operations we must have control over firing the boilers, so that the fuel is supplied as needed to meet this fluctuating demand. This requires automatic control and can best be done with automatic stokers, for coal, or a good automatic controlled burner, if oil or gas is used. Manually fired boilers with any fuel is not as economical as automatic firing, if properly applied.

In extracting heat from the goods, and also from the rooms, we have another problem which is important. In most cases this has to do with conditioned air—mostly cooled air. This air must be at the right relative humidity or moisture content to properly do its work. We spoke a short time ago of the condition and temperature of air in the enrobing room. In coating goods, chocolate must be at the correct temperature. If our enrobing room is too cool, it is hard to maintain this temperature and keep the chocolate percentage where it belongs.

If the room is too warm, we encounter difficulty in keeping the temperature of the chocolate down and eliminating gray goods. If the temperature of the air and relative humidity is too high, we are pretty sure to encounter a dew point, where we have condensation of the moisture from the air on the chocolate, with its resulting evils.

In processing goods there are many which long practice has decreed must have time to dry, set, or cool and which are stored in trays and boxes for this purpose. Proper conveyors and air conditioning will eliminate the fallacy of this theory, as it has in a number of cases; for instance, Mr. Melville's system for drying sanded jellies, or the cooling and conditioning tunnels used by some of our large bar manufacturers.

### **Starch Work**

In the handling of heat in the starch room or hot room, we wish to do two things: Dry the starch, and perhaps the goods, and also heat the starch for certain processes. We have drying machines which are very efficient in drying and cleaning starch, also heating it. By the use of these machines, we can obtain conditioned starch exactly suitable for purposes. On the other hand, we must also have dry rooms or hot rooms which are used to take moisture out of certain goods, such as jellies. In some cases where the starch cleaning and drying machines are not used, hot rooms are necessary to take the moisture out of the starch and heat it.

The proper handling and conditioning of starch is a very important point in a great many processing operations, and in a lot of plants has not been given the right amount of attention. Our theory is that if you wish to make good standard merchandise, you must have the starch properly conditioned to do it.

This subject is a long one and would require a lot of time to discuss it properly.

### **Storage Rooms**

Air conditioning in storage rooms is another important feature. Goods that are not packed in air-tight containers—such as chocolate coated goods—requires that the temperature be at the proper point, and also requires that the air be at the proper relative humidity. Too moist air will have an effect of ruining the appearances of chocolate goods. On the other hand, too dry air, even though at the right temperature, will cause evaporation of the moisture in your centers and very quickly destroy their excellent sales value.

## **Payrolls 8% Over 1936**

BASED on the 3-year average 1923-1925 as 100%, employment in the confectionery industry for May, 1937, totaled 71% or .8% above May, 1936.

Payrolls based on the 1923-25 3-year average totaled 69% or 7.9% above May, 1936.



# The Reconstruction of Candy Formulae from Analytical Data

## NOUGAT AND MARSHMALLOW

Part III of Series

★By **STROUD JORDAN**  
and **K. E. LANGWILL**

**I**N LOGICAL confectionery sequence, we have proceeded in this series from hard candy to fondant, from fondant to fudge and from fudge to caramel. The next step is best illustrated by the fact that if a caramel batch is added to a highly aerated mixture as a frappe or marshmallow whip, the resulting confection is a nougat. There are as many variations in the finished nougat as there are shades of green obtainable by combining varying quantities of blue and yellow. At one extreme we have for example a caramel with only a small amount of frappe added and at the other we have a marshmallow with very little caramel or high cooked batch added.

### Nougat Types

A nougat may be short, grained, or chewy in consistency, depending upon the ratio of the several sugars employed and the kind and amount of colloid used. Gelatin and albumen or fresh egg whites are the colloids generally employed either singly or together. Milk is often included in the nougat formula and the casein present tends to give the nougat body.

Again, as in the case of fudge to which fondant is added to start the grain, we have a confection which is made up of two separate batches—one low cooked and one high cooked. From the chemical analysis of a nougat it is not possible to determine the formulae of the individual mixtures but only of the nougat as a whole. The percentage of gelatin and/or albumen found upon analysis will, however, give the practical candy man some idea as to how much frappe has gone into the batch.

In this discussion the analysis of two different types of nougat will be considered: First, a grained nougat and, secondly, one of the chewy types. It will be well to mention here that nougats frequently, in fact more often than not, contain nuts or diced fruits and these must be separated mechanically from the nougat by dissolving the confection in water and straining out the pieces before starting with the analysis. A grained nougat gave the following figures upon analysis:

Moisture .....	8.42%	
Reducing sugars before inversion.....	22.94	
Reducing sugars after inversion.....		76.11
Sucrose .....	50.51	
Polarization at 87°C.....		+29.3° V.
Fat .....	0.97	
Refractive index of fat at 40°C.....		1.4489
Protein (Albumen) .....	2.02	
Dextrin (Calculated) .....	14.93	
		99.79

### Formula Calculation

When a water solution of the confection was boiled, a portion of the material coagulated, indicating the



### BRAZIL NUT NOUGAT CHEWS

#### PART I

Albumen .....	2 lbs.
Cold water .....	4 lbs.
Corn syrup .....	5 lbs.

Dissolve the albumen in the water. Add the corn syrup and beat until light.

#### PART II

Corn syrup .....	30 lbs.
Standardized invert sugar.....	10 lbs.
Granulated sugar .....	30 lbs.
Water—sufficient to dissolve the sugar	
Whole Brazil nuts.....	8 lbs.
Sliced Brazil nuts (colored green).....	4 lbs.
Salt .....	4 ozs.

Ceylon cinnamon flavor, rum flavor, pistachio flavor.

Boil the corn syrup, standardized invert sugar, granulated sugar and water to 250° F. (sea level). Then add 1½ gallons of this syrup to the beaten batch (Part I), and beat until light.

Meanwhile boil the balance of the batch to 300°-310° F. Then add this gradually to the beaten batch, mixing thoroughly. Add the salt, flavors, whole Brazils and green colored Brazil nuts. Mix well and form the batch into slabs, slices, cakes, or place it into a lightly oiled deep chocolate pan so as to form a slab 6 inches or more deep.

When cold the nougat chews may be broken and sold by weight or the batch may be cut into 5 cent bars.

presence of albumen rather than gelatin. The quantity was estimated accurately by a nitrogen determination and found to be 2.02%. The refractive index of the fat fell well within the limits for pure coconut fat, thus eliminating the possibility of milk or milk fat being present. A polarization of a half normal solution of the nougat at 87° C. would therefore give an indication of the percentage of corn syrup, provided dextrose had not been added as such. The reading +

29.3°V has to be divided by 84.4°V (the average polarization of a half normal solution of corn syrup) and multiplied by 100 in order to convert it to percentage of corn syrup. The result is 34.72%. If desired, this result may be checked analytically by fermenting out all sugars from a 10% solution and determining dextrin in the solution after fermentation. The calculated percentage of dextrin is 14.93% ( $3472 \times 43$ ; 43 being the assumed percentage dextrin in corn syrup).

34.72% corn syrup accounts for only 12.5% of reducing sugars before inversion, leaving a differential of 10.44% to be accounted for. This, no doubt, is due to a small amount of process inversion but mostly to invert sugar which has been added as such. Allowing 1.5% for inversion of sucrose during cooking, 8.94% of reducing sugars would be equivalent to approximately 12% of an invert sugar syrup (8.94 divided by  $0.75 = 11.91$ ; 75% being solids content of invert sugar syrup).

These figures resolve themselves into a factory formula such as the following:

	Pounds
Corn syrup .....	35
Invert sugar .....	12
Sugar .....	52
Albumen .....	2
Fat (Coconut) .....	1
Flavor—as desired and perhaps 10 pounds of assorted diced preserved fruits to add appeal to goods.	

### Chewy Nougat

When the word nougat is mentioned, one generally forms a mental picture of a chewy confection flavored with honey and chopped almonds. The following figures were obtained by analyzing just such a piece:

Moisture .....	8.21%	
Reducing sugars before inversion.....	28.31	
Reducing sugars after inversion.....		69.22%
Sucrose .....	38.87	
Protein .....	3.03	
Dextrin .....	14.42	
Fat .....	6.14	
Refractive index of fat at 40°C.....	1.4521	
Reichert-Meißl value of fat.....	10.1	
Lactose .....	0.97%	
	98.98	

In comparing these figures with the previous ones, it will be noted that the percentage of sucrose is lower but fat and reducing sugars before inversion are higher, which would all tend to keep the goods from graining and give it more of the desired chewy consistency.

Inasmuch as the refractive index and Reichert-Meißl value indicate the presence of butter fat along with some coconut fat, it will be necessary to determine lactose by the fermentation method, as described in the article dealing with fudge which appeared in the May issue of *THE MANUFACTURING CONFECTIONER*. Dextrin will also be determined at the same time, and from this figure the percentage of corn syrup can be calculated. The 14.42% dextrin found upon analysis indicates that 33.53% of corn syrup was used in the formula. This amount of corn syrup would yield 12.07% reducing sugars. The difference between 28.31 and 12.07 plus 0.67 (invert sugar equivalent to 0.97% lactose) is 15.57% reducing sugars which are due to process inversion, honey and/or invert sugar added as such. Allowing 1.5% again for process inversion, we can convert the remaining 14.07% to invert sugar syrup by dividing by 0.75, which gives approximately 18.76%.

It will be necessary to calculate the percentage milk from the lactose factor and then determine both the percentage of protein and fat in the milk. 0.97% lac-

tose represents approximately 20 pounds (0.97 divided by 0.048; 4.8% being lactose present in whole milk) of whole milk which would normally contain 0.68% protein and 0.80% fat. Since whole milk is seldom used in confectionery production, it will be advisable to calculate this amount to an equivalent weight of evaporated milk. This is a simple matter since the solids of evaporated milk are roughly twice those of whole milk which means that only half the quantity of evaporated milk would be necessary to obtain the same amount of milk solids as in 20 pounds of whole milk. By subtracting the protein present in the milk from the protein found upon analysis, the result 2.35% gives us the percentage albumen present, and further by subtracting butter fat from total fat, we have approximately 5 pounds of added coconut fat.

After consideration of the foregoing figures, the following workable formula may be set up:

	Pounds
Corn syrup .....	34
Sugar .....	40
Evaporated Milk .....	10
Invert Sugar .....	18
Albumen .....	2
Coconut fat .....	5
Almonds—chopped .....	8

To improve the flavor it might be advisable to replace 10 pounds of the invert sugar with honey and another 3 pounds with molasses.

### Marshmallow

As has been mentioned before, a type of nougat which closely resembles marshmallow is produced when only a small amount of a high cooked batch is added to the aerated, low cooked batch. Therefore, a more detailed discussion of marshmallow at this point will be of value. The composition of marshmallow is simple. It contains only sugar, corn syrup, gelatin and/or albumen and sometimes invert sugar. The three different types may be described as hard, soft, and semi-liquid in character. Ingredients are the same for all, the differences being due to cooking time, kind and quantity of gelatin, and drying time in starch boards, provided the goods have been cast. The semi-liquid type is of such a consistency that it is seldom used alone. It is generally employed in the production of other confections, as has already been noted.

Two analyses of a marshmallow drop or soft marshmallow are given below:

	No. 1	No. 2
Moisture .....	15.13%	15.37%
Reducing sugars before inversion.....	14.38	15.95
Reducing sugars after inversion.....	67.95	61.47
Sucrose .....	50.89	43.24
Protein (Gelatin) .....	2.25	2.81

The moisture was determined by loss in weight at 105° C. for eighteen hours; the reducing sugars by Munson and Walker's method and those present before inversion were calculated as dextrose. The sucrose was determined as usual from the difference between reducing sugars before and after inversion. The nitrogen was due to gelatin rather than albumen because of the fact that a clear solution resulted when the marshmallow was dissolved in water and boiled.



Toughness is undesired and too much high-bloom gelatin will cause this condition. If too little is used, wrinkling will occur.

## Formula Reconstruction

These samples of marshmallow represent two general types to be found on the market today. Sugar = corn syrup ratio is varied, as well as the percentage of gelatin. From these data the two following formulae have been reconstructed, but it must be borne in mind that these formulae are based on the analyses of the marshmallows as received. It will not be possible to actually set up the quantity of water used in the basic formula nor the moisture at the time of casting without being familiar in every detail with the process employed. For comparative purposes the following data will be of interest.

	No. 1	No. 2
Water .....	8.00	7.50
Corn syrup .....	40.00	45.00
Sugar .....	50.00	43.50
Gelatin .....	2.25	2.81
	100.25	98.81

Water percentage is the difference between the moisture found upon analysis and that present in the 43° Bé corn syrup reported. Reducing sugars present before inversion have been employed as a basis for the calculation of corn syrup percentage. All percentages reported, with the exception of gelatin, have been rounded off to the half or whole unit, which corresponds more nearly with factory practice. No allowance has been made for the presence of invert sugar, since the total of the formulae is so close to 100. As little as 1% of invert sugar would throw the total out of line by almost 3%, since all reducing sugars before inversion have been divided by the corn syrup factor 0.36.

## Formula Process

As an example, let us assume an average formula which will serve to indicate a possible basic formula and process:

Corn syrup .....	50 lbs.
Sugar .....	50 lbs.
Water .....	2 gallons
Cook to 240°F.	
Gelatin .....	3 lbs.
Water .....	3 gallons.

Were we to produce a marshmallow from this formula, our method would be as follows:

Dissolve the sugar in water, add corn syrup and cook to 240° F. The finishing weight of this batch will be approximately 112 lbs. of which 91 are due to solids and 21 to moisture. The gelatin is next dissolved in the water. Some operators prefer less than 1 gallon of water per pound of gelatin, but it does not generally fall below 0.75 gallons to a pound. The dissolved gelatin is added to the syrup batch while beating is in progress. As the batch begins to lighten, an additional quantity of water, varying from 1 to 2 gallons, is added to the mixture. If two gallons are used, water in the mix will amount to approximately 35% to 40% which is reduced to less than 29% before casting, and beating time will be from one hour to one hour and fifteen minutes. If one gallon is used instead of two, the amount of moisture present is approximately 32%. This will be reduced to about 25% before casting. In this case the beating time will be shortened to between 45 and 50 minutes.

In the beginning of this description of nougat and marshmallow, it was pointed out that nougat could vary all the way from the grained through the chewy into the soft and tender types, which were almost marsh-

mallow. This served to tie up the two confections and we have shown the reconstruction of formulae.

In marshmallow we have indicated two of the average soft types which were obtained in the form of drops. In the reconstruction of the marshmallow formulae it was pointed out that familiarity with processes employed was an absolute essential. It was shown by the analyses just what the products contained. Then an average type and process were assumed and a formula set up for our consideration. Methods of processing were outlined but we did not point out one of the most important facts which has to do with the characteristics of the gelatin employed.

If we were to hazard a guess, it would be apparent that in the first type where lower gelatin percentage was found a higher bloom (jelly strength) had been used. In the second type the higher gelatin percentage would seem to indicate that a blend of a medium-high and a low bloom gelatin had been employed. This is the assumption we would make for body and eating consistency of the finished marshmallow are both absolutely essential. Toughness is not to be permitted and too much high bloom gelatin will present such a condition. If too little is used then wrinkling may occur. Just keep this one thought in mind: *Gelatin is the most important ingredient in marshmallow and the greatest care must be exercised in its selection.*

## Illinois Passes Payroll Tax; Also 8 Hr. Law for Female Employees

A STATE Unemployment Compensation Act was passed by the Illinois Legislature, becoming effective July 1. The payroll tax, applying to contributions by each subject employer on wages payable by him, amounts to 3.6% for the six months period of July 1 to December 31, 1937. The amount so payable, however, may not exceed 1.8% of the total wages payable during the year 1937. If it equals less than 1.8% of such wages an additional sum must be paid in order that the total contributions may exactly equal such 1.8% of the 1937 wages.

For each calendar year after December 31, 1937, the tax is 2.7%, except where the rate may be reduced by reason of the employer's contribution and benefit experience.

No provision is made in the Illinois Act for employee contributions. Moreover, no employer may accept or require any deduction from an employee's wages in order to finance the contributions required from such employer.

## New 8-Hour Law for Female Employees

Another new Illinois law affecting candy manufacturers is that which limits the employment of female employees to 8 hours per day, not to exceed 48 hours per week, with the exception that female employees may work one day in any one week for 9 hours. This, however, must be deducted during the remaining period of the week during which the extra hour was employed so that the entire time will not exceed 48 hours.

Convictions for violations on the part of employers may draw a fine of \$25 to \$100. Employers are also required to keep a time record book showing the hours worked by each female employee. Failure to keep such record, or falsification, is punishable by a fine up to \$25 for each offense.



# UNFAIR TRADE PRACTICES

## Functions of Federal Trade Commission in Relation to Business and How It Aids Trade Practice Conferences

★By HON. CHARLES H. MARCH

Member of the Federal Trade Commission

Address Read at N.C.A. Convention by Henry Miller, of F.T.C.

**I**T IS indeed a great pleasure to have this opportunity to discuss with your important industry certain competitive problems and the facilities of the Federal Trade Commission in relation thereto.

The welfare of your industry necessarily affects the country's economic welfare, and we of the Federal Trade Commission have a very real interest in promoting this particular and general prosperity on a sound and lasting basis. . . .

To achieve this improvement, we must frankly and courageously notice and take corrective action as to those trade practices which are harmful, or which block or stifle improvement, or which are unfair to industry as a whole, or to the consuming public whose patronage and good will are vital for the existence and growth of all industry.

Perhaps there never was a time when the need for holding fast to old-fashioned truths, ideals and ethics was so emphasized and so necessary as at present. The public's growing consciousness of its right to, and its apparently determined insistence on, truth in advertising, decent and honest trade standards, money's worth for money paid out, and a fair deal, certainly never before were so strong.

A fair and reasonable profit is vital to healthy business but the picking of the public's pockets, by means of monopoly and its attendant exorbitant prices, by the sale of inferior goods, by false advertising, and by use of numerous other methods of that ilk, is little less than criminal larceny, on whatever scale it may be practiced.

American growth and prosperity have been founded upon competition, which in our economic system, is relied upon to insure the availability of goods at prices representing efficient cost of production and of distribution, plus a fair profit. . . . A competitive economy tends towards freedom and expansion of business activity. Monopoly stifles and restrains it.

### Unfair Trade Practices

The streams of commerce must be kept open and free to insure national well-being. Questionable or unfair trade practices are among the main obstructions to this steady flow of commerce which too frequently interfere with the forces of supply and demand and disturb the competitive balance. I refer principally to



COL. CHARLES H. MARCH

those acts of unfair competition which the Commission and the courts have held to be unlawful, such as:

- Misrepresentation and misbranding of product;
- Defamation of competitor and false disparagement of his products;
- Illegal price discrimination;
- Illegal selling below cost;
- Commercial bribery;
- Illegal use of loss leaders;
- Illegal rebating;
- Inducing breach of contract wilfully to injure competitor;
- Circulating threats of infringement suits in bad faith;
- Full-line forcing to suppress competition;
- Passing off, and
- Imitation of trade-marks.

Each and every one of these practices, together with others of the same class too numerous to mention here, is as harmful to the perpetrator in the long-run as it is to the industry as a whole. Each unfair act, whether it be an isolated instance or but one of a successive number, exacts its toll, and the price is usually too demoralizing to ethical trade and commerce, too costly in its economic consequences, and too hurtful in its general effect, to be tolerated.

Each member should take his part in effective housecleaning within an industry. He should give his cooperation and full share of fair dealing to his fellow members and in return merit fair treatment and a proper respect for his rights. I have said elsewhere that life is a mirror; we see what we reflect; we receive what we contribute—no more and no less.

The work of maintaining a wholesome competitive condition in your industry and preventing the inception and exist-

ence of unfair trade practice rests largely upon yourselves. The Federal Trade Commission is your law enforcement officer, prepared to give friendly counsel and to support your efforts to conduct your business within the law of good conscience and fairness. The Commission frequently has been characterized as the "policeman of business." If one's purposes are lawful, he will find the Commission to be a helpful friend. If one's purposes be objectionable, he will find the Commission determined to perform its duty, which is to give effect to the purposes and objectives of Congress as expressed in the various statutes whereby it clothed the Commission with its mandate on the question of fair conduct in business. The Commission will help you to the limit of its power to attain all proper and lawful objectives. That is our message of cooperation and good wishes for the successful outcome of your endeavors.

The Federal Trade Commission is an administrative and quasi-judicial tribunal. It is one of the oldest independent governmental agencies. Having been functioning for the last 22 years, it has accumulated a fund of valuable experience and information. Its work is both legal and economic and falls naturally into several divisions. While it has powers of general investigation and certain other duties, a principal function of the Commission is to prevent "unfair methods of competition in commerce."

Generally, it has been our experience that unfair trade practices fall within two broad classes: (1) those which involve an element of fraud or dishonesty; (2) those not inherently dishonest, but which are restrictive of fair competition within the meaning of the anti-trust laws.

The Commission's procedure is both informal and effective. Any interested party may write a letter to the Commission, setting forth facts which he believes indicate a violation of law. Without disclosing at any time the identity of the complaining party, the Commission proceeds to obtain the facts and thereupon to form an opinion as to whether there is reason to believe that the party complained of is violating or has violated any of the provisions of the law and whether corrective proceedings would be to the interest of the public. The alleged offender in a proper case is afforded the opportunity to stipulate to cease and desist. If such fails of correcting the evil, the Commission issues a complaint stating its charges. If upon the evidence the Commission finds that the facts bear out the allegations of the complaint, it may issue an order requiring the offending party to cease and desist from the practice in question. Right of appeal to the United States Circuit Court of Appeals for review or for enforcement of the order is provided by statute. Such cease and desist order proceeding is what might conveniently be termed the compulsory procedure for the prevention of unfair methods of competition.

### **Trade Practice Conferences Permitted to Eliminate Abuses**

The Commission, however, has made available to industries still another plan—that of a voluntary cooperative procedure whereunder members of an industry, with the aid of the Commission, may set up machinery for cooperation among themselves in establishing rules for the elimination of unfair methods of competition and trade abuses. This is known as the trade practice conference procedure of the Commission. It is this procedure as to which the United States Chamber of Commerce in its recent deliberations adopted the following resolution:

"The principle of the trade practice conference procedure of the Federal Trade Commission is endorsed as a useful and proper means of promoting better standards of business and the elimination of unfair competitive practices. There should be a full examination of the possibilities of the trade practice conference procedure by each industry desirous of raising the level of its competitive standards, in order that it may properly evaluate the benefits which this method offers under the conditions confronting the industry involved."

Businessmen who are interested in taking voluntary group action to improve standards of ethical and fair practices in their industry will find the necessary governmental aid and assistance in the Commission to make such honest efforts workable and effective. Problems of general concern to an industry may be effectively dealt with. The unfair competitive practices of entire industries, many of which may be the unwitting results of over-zealousness rather than intentional wrongdoing, are corrected by such conference proceedings held under the auspices of the Commission. The adoption and observance of fair trade rules make unnecessary the institution of a multiplicity of compulsory proceedings against offending members.

Any group substantially reflecting the sentiment of the majority interests in an industry may file with the Commission an application for trade practice conference proceedings. There is no strict formality required in the application. The problems to be treated are studied by our staff, and informal discussions between the representatives of the industry and ourselves are usually arranged in the interest of a clear understanding of the questions and the assistance which may be rendered by the Commission in their solution.

If upon such application it appears that conference proceedings are feasible, in the light of all the circumstances, the Commission will authorize the holding of an industry conference. Official invitation is then extended to all members of the industry, inviting them to attend the conference and take part in the deliberations. At the conference the members propose trade practice rules and submit them to the Commission for its consideration and approval. In the Commission the provisions are studied in their relationship to the law and to determine whether they will accomplish constructive purposes and at the same time not work undue hardship or inequities.

Before final action is taken, the proposed rules are made available to all interested or affected parties upon public notice, affording them opportunity to express their views and suggestions, if any, and to have the same given due consideration. Thereafter the rules, if satisfactory, are approved by the Commission and officially promulgated as fair trade practice rules for the industry. Each member of the industry is supplied with a copy and afforded opportunity to signify his intention or willingness to observe the rules in the conduct of his business.

In this procedure the members of the industry have a voice in formulating their own regulations within the scope of the law and the public interest; and the rights of affected parties are amply safeguarded.

A question frequently asked is—How can trade practice rules be enforced? Most of us know from past experience that unless rules in any worthwhile undertaking are enforceable, where necessary to bring about substantial compliance, they may become more honored in the breach than in the observance. Therefore means of effectuating compliance are quite important.

In approved rules under the Federal Trade Commission procedure, the means available for bringing about compliance have proved adequate in the test of experience. An explanation of enforceability brings up the matter of classification. Trade practice rules in their legal aspects naturally fall into two groups; and this classification is followed by the Commission. In Group I the Commission places all rules which prohibit practices that are contrary to existing law. Therefore, those practices which are described as unfair and classified in Group I are illegal practices; and engaging (Turn to page 42)



# SHOWMANSHIP



## YOUR PUBLIC LOVES MYSTERY

Act III of

### Showmanship in Business

By ZENN KAUFMAN

"He said . . . look not behind the . . . But his (Lot's) wife looked back from behind him, and she became a pillar of salt."—Gen. 19: 17-26.

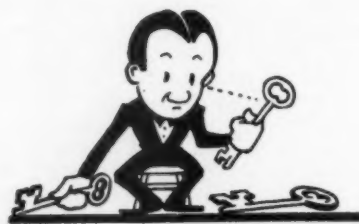
**G**EORGE M. COHAN, a master playwright and producer, used to say that if you didn't have your audience guessing at the end of the first act, then, your show wasn't worth a plugged nickel. Cohan's judgment has made him a rich man, so let's see if we can't use his formula in our sales methods.

Mystery books sell big. Any witch's tale will always pull radio audiences. Mystery pictures pack movie houses. Your public loves mystery. *Object lesson: give it to them in your sales promotion.* Smart merchandisers do. At the Chicago Fair, people stood in line for an hour at Continental Can's Booth to punch a button that would manufacture a tin bank worth a nickel. Inquiry developed the fact that one out of four people in the line *didn't even know what they were waiting for.*

"Can your car sing?" was the legend on small placards that one smart Chevrolet dealer put on the lawns of several hundred homes. These cards were mounted on wires and "planted" with the blank side toward the street. For several days the mystery blossomed—until a crew of house-to-house salesmen started a drive to sell automobile radios. A Woolworth store in Long Beach, California, uses a mystery to sell shop-worn items. Grab-bags, ranging in price from two to eleven cents, are put at the exits of the store, and customers are eager to "take a chance." A similar idea is employed—successfully—by a Pennsylvania druggist who repacks his holiday left-overs in gift box packages that give no indication of what is inside, and he offers them at prices slightly below their value.

Two thousand people in a midwest city woke up one morning to find a key attached to their doorknob accompanied by a message which read: "This key opens the treasure chest to a wealth of goodness. You'll find the chest at the Candy Way Shop." At the shop a charming girl dressed in a pirate costume aided eager "treasure seekers" in their quest for "loot," which was salted away in an old battered chest. Not a kid in town missed this golden opportunity for a free "hunk a' candy," and mystery loving adults followed suit with equal enthusiasm.

One confectioner capitalized the reputation of his



well-known customers and threw a whole town into a guessing contest by running a picture each day of some prominent man who was a constant purchaser of his candy. Each ad carried a photograph of the customer and a thumbnail sketch of his identity. Contestants were asked to guess the names of these citizens. At the conclusion of the contest, a larger ad was run showing all ten of the customers. After keeping the town guessing concerning the identity of the ten "mystery" citizens, you can well imagine the interest displayed in this final announcement which also included the names of prize winners.

One enterprising dealer thrived on prize contests by breaking the monotony of ordinary prizes with a mystery-prize unnamed until the end of the contest. In fact, as the contest progressed, the interest in the prize became so great that the dealer ran an extra contest, concurrently, to see who could come closest to guessing the contents of the mystery-prize package. Sounds like a mysterious mystery!

#### Who Killed Cock Robin?

Crime pays. At least, it pays when you use it as a theme for selling goods. The Eno Crime Club had one of the greatest audiences of any show on the air. The public is *always* interested in a mystery thriller. So you can easily see why it pays to put a mystery angle into your merchandising. We told in the May issue of *THE MANUFACTURING CONFECTIONER* about one smart confectioner who ran a sales contest based on a mystery theme. This contest, known as a Search for Missing Sales was successful because every man is at heart an amateur Hawkshaw. If you scratch the average citizen you usually uncover a man who is—secretly—an amateur sleuth. This contest can also be run among non-



selling employees—directing their efforts toward selling to friends, relatives, etc.

Another contest was based on a "Kidnapping" theme. The salesmen received scribbled messages reading: "You have been picked to do the job. Them that squeals gets croaked!" After this mystery percolated for a few days, the salesmen received an announcement to the effect that the company was running a campaign for new dealers and distributors, and the salesmen were to "kidnap" as many prospects as possible. Of course, the story went on to tell that the "swag" would be divided among the men doing the best "kidnapping" job.

George Graf has introduced mystery to sales meetings by using a "Voice of Experience" speaking over a concealed microphone. At one point in the meeting the sales manager says that the next feature of the program is not ready—during which time a radio will be turned on. Then out of this radio comes a special sales story fed through a concealed microphone. The "Voice" introduces himself on the air and reads a letter from a salesman asking how to handle a certain difficult sales situation. The "Voice" then proceeds to answer the question. This trick-way of presenting training material will double and triple its effectiveness.

Candy manufacturers found that clerks were too quick to let customers walk out of stores with just the one type of candy that they came in to buy. One chain hired a mystery shopper to go from store to store "shopping" their clerks. If the clerk tried to make a

double sale he was given a crisp, new one dollar bill; if he failed to do so, he was put on the "shrinking violet" list which was sent out to all store managers. For shame, for sooth. Sales boomed because nobody wanted to muffle the chance of getting a dollar—or put himself on the "violet" spot.

### **Don't Go Too Far**

Mystery excursions are another expression of the public's craving for the unknown. The *New Yorker* tells about a man who lived 140 miles from Washington, and who drove there one morning to take a mystery excursion on the B&O Railroad. The train went to his home town, from which he had just come. (Can you imagine the expression on his face, that night, when his friends asked him where the train had gone!) He was disgusted—naturally—and didn't want to make the return trip to Washington, but had to in order to get his car. Then he had to drive the 140 miles back home!

*This rather nicely illustrates a warning about mystery in general: don't go too far in teasing your public. Just as the importance of any design must, architecturally, justify its base, so a delayed denouncement must be important enough, dramatically, to compensate for the suspense. If your public feels cheated, you are worse off than before you started.*

With mystery pulling so strongly, it is only reasonable to ask why it is not used more. Ah! That's another mystery!

## **We Need Salesmen as Real Ambassadors**

### **Declares Kelly Before National Salesmen's Meet, Atlantic City**

★ **By A. M. KELLY**

Executive Vice Pres., National Confectionery Assn.

Address at N. C. S. A. Convention, Atlantic City, July 12-14

**W**E NEED real ambassadors of good will in the candy industry as we have never needed them before. There is room for them in every company. . .

At the present time when competition is on a cut-throat basis which is a condition that the industry can hardly be proud of—brains are required to put things on an even keel—more than ever before. . . It is about time that we came to our senses. Nobody can sell goods and constantly remain dangerously near the red. Men are required to step into the breach and stop this wild scramble to make sales regardless of what the returns are to be. Nobody is more responsible for the condition of a concern than the man on the road and if he is as intelligent as he should be, and if he is the good will ambassador that he should be, he can do much to raise the price level to a point where the employer can receive a justifiable return on his products and be able to divide his earnings with those who have helped him. . .

One of the greatest evils existing in our industry lies in the inaccurate information that is being disseminated daily by word of mouth among the men in the field. I refer to misinformation about prices and trade practices. . .

It is an endless chain of skidding down to a price level where everybody suffers because of failure

to get to the truth of the matter. . .

And let me make the statement, that this habit of acting upon inaccurate information about prices, accounts for a surprisingly large part of the terrific drop in the wholesale price of candy in the last few years, when we have seen the average per pound price drop from 23½¢ in 1929 to 15 1/10¢ in 1936.

Let's remedy this thing today. Let's be fair to the industry. You salesmen can help raise the price level to a point above the danger mark if you do your part. The next time you are told that your competitor is underselling, make sure and then doubly sure that he is, before you send the information to your house.

Full credit for returned goods is another evil almost as harmful to the industry as mis-information about competitors' prices and a first class salesman can be of the greatest assistance to his house in correcting this abuse. . . More often than not, rather than lose the order, he promises full credit or induces his house to make some kind of arrangement amounting to the same thing. The deal is closed and the vicious circle is started.

Again the manufacturer and the partner salesman are the goats.

The correction of these two practices alone would place the candy industry in a much happier and (Turn to page 59)



## EDITORIAL

### Quality Is Paramount

**M**ORE than any other one thing, the success of a candy manufacturer's business is based on the quality of his product. How often this has been said in a thousand different words. Yet, the two clinics held regularly by The MANUFACTURING CONFECTIONER reveal that sometimes many manufacturers apparently forget that, despite the public's admitted interest in price and quantity, after all, the factor which counts most to the consumer is the satisfaction he gets from the taste and flavor of the confections he buys.

It is possible that the attention and efforts of the executives of many plants are so concentrated upon the problems relating to management, production, cost, and distribution that the genuine merit of their products, once they are created, is taken as a matter of course. On the other hand, some of the most successful companies are constantly seeking means of making their goods better. If you were to visit some of these plants, for instance, you would meet certain executives known as their "quality men," whose chief duties are concerned with product improvements.

It is noteworthy that Mr. Birgfeld, in his report on 1936 candy sales—published in this issue—calls attention to the consumer's growing purchases of higher priced confections, which as a whole means patronage of quality goods.

### The Distributors Speak

**P**ROBABLY more constructive thought has been expressed and worthwhile efforts expended during recent months in regard to improving conditions in the distribution branch of the confectionery industry than at any time in several years.

The work of the Jobbers Relations Committee, which began its studies last fall under sponsorship of the National Confectioners' Association, was followed by a series of addresses and discussions at the recent convention by various well-informed representatives from the different divisions of the distribution trade. They were supported by anxious entreatments by a number of the manufacturers. All of these brought to light important phases of the problem or problems involved, and many suggestions of merit were offered.

The question obviously in order at this time is, What is going to be done about it all?

Meanwhile, in starting out the new administrative year, President pro tem Thomas J. Payne and Secretary Max F. Burger are to attend the annual convention of the Southern Wholesale Confectioners' Association at New Orleans. There a round table conference of manufacturers, jobbers, and salesmen will be a major feature of the three-day convention. They are attending at the invitation of the Southern wholesalers, who through their secretary, C. M. McMillan, advocated

at the N. C. A. convention that conferences of the jobber, manufacturer, and "traveling man" be held to work toward the correction of conditions resulting from an "over-abundance of wholesale distributors." They hope that the New Orleans meeting will "help get the ball rolling."

At an earlier date this month, A. M. Kelly, N. C. A. Executive Vice President, attended the annual convention of the National Confectionery Salesmen's Association at Atlantic City. Mr. Kelly's talk before the salesmen was one of the most constructive discourses delivered in recent years on the important position held by the manufacturers' salesmen in relation to trade practices and the promotion of corrective measures pertaining to price levels, return goods allowances, and honestly constructive selling.

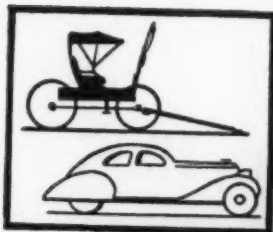
The continuance of the Jobbers Relations program was advocated at the recent N. C. A. convention, and it is hoped that the progress accomplished thus far will continue—with the result that an industry-wide program will be developed which will begin actual improvement of conditions as the next step supplemental to the current profusion of verbal expressions, valuable as they may be at this stage of the game.

### Consumers Ask Standards

**T**HE constructive services of the Advisory Committee on Ultimate Consumer Goods of the American Standards Association are causing widespread interest among retailers and various manufacturing industries. An informative article on these activities by P. G. Agnew, Secretary of the American Standards Association, entitled "In Step With the Consumer," was published in the June 3 issue of *Printers' Ink*. The committee represents the point of view of five national consumers' organizations whose combined memberships run well into the millions. Retailers are represented through the National Dry Goods Association, by merchandising executives from seven of our larger stores, and the government is participating through three of its bureaus.

It is developing a dictionary of terms used in retailing to describe various types of merchandise, as well as a general system of grade designations applicable to a wide range of commodities. Research is being conducted to aid the consumer in eliminating confusion in purchases, due to varying descriptive terms used by manufacturers.

Regarding what should be standardized and what should not be standardized, Mr. Agnew declares, "never standardize anything unless it leads to economies in production, distribution, or use, or unless it makes for safety to persons or property. . . . A specification is simply a definition of a material or product which is intended to convey the same meaning to buyer and to seller."



**You can't sell buggies in a streamline age!**



I'VE  
DISCOVERED  
SOME GRAND  
NEW CANDY.  
HAVE SOME?

OH, IT'S THAT  
NEW KIND MADE  
WITH EXCHANGE  
CITRUS PECTIN  
-JUST LIKE JELLY  
-IT'S MARVELOUS

*Today...*

They want something  
**NEW!**  
*You can get it!*

***We sell the newest thing for Bulk Candies—  
Pectin—These new bulk goods mean profits***

Sure, times are better. People are buying. Happy days are here again. But—are you getting your share of the new dollars that are rolling—specifically—in your Jelly Goods line? Some of the boys are—with Pectin—and here's why:

If you want to profit *now*, dress up your line with *new merchandise*. People aren't interested in buying the same old stuff they've had ever since the Spanish War. That's why there are new model automobiles every year—why the railroads run streamline trains.

Pectin goods are *new*. Clear, sparkling, colorful—they have new eye-appeal. Tender, tangy, delightfully zestful to eat. They give a new taste thrill. They're the kind 1937 quality buyers like and will pay for.

And best news of all—they keep your costs down. Exchange Citrus Pectin, world's best for confectioners, is selling today at lower prices. It's easy to handle, sets quickly. You get a day's run out in a day. Requires no drying room. Longer shelf-life, too.

Send for *free sample*. Don't take our word for it. Prove it for yourself. Use coupon—today!



CALIFORNIA FRUIT GROWERS EXCHANGE  
Products Department, Sec. 207, Ontario, California

We accept your offer to send us a generous sample of Exchange Citrus Pectin and formulas, together with complete instruction manual.

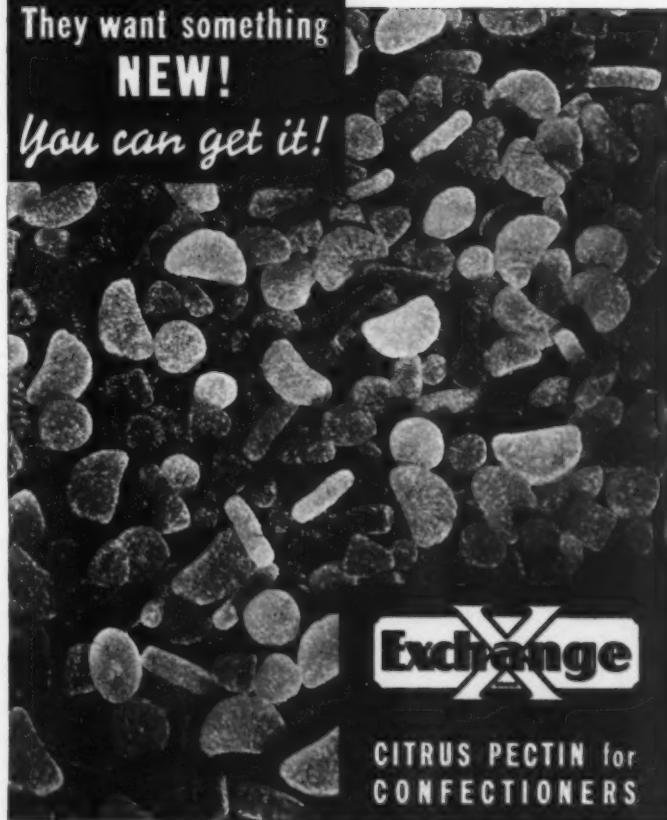
Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Mark for attention of \_\_\_\_\_

Copyright, 1937, California Fruit Growers Exchange, Products Department



**Exchange**

CITRUS PECTIN for  
CONFECTIONERS

PRODUCTS DEPARTMENT  
**CALIFORNIA FRUIT GROWERS EXCHANGE**  
189 W. Madison St., Chicago, Ill.    Ontario, California    99 Hudson St., New York, N. Y.



# Confectionery Production and Distribution Gain 9.3%-7.7% in 1936

★By C. E. BIRGFELD

Assistant Chief, Foodstuffs Division,

Bureau Foreign and Domestic Commerce

THE tenth annual survey of the confectionery industry, covering the year 1936 has been released by the Department of Commerce. The report, considerably enlarged and expanded, not only presents for the first time data on seasonal fluctuation, and an analysis of manufacturers' sales classified according to the types of products in the manufacture of which they are principally engaged, but carries forward the statistics on production and distribution which have been a regular feature of this survey in the past.



C. E. BIRGFELD

According to the 348 confectionery and competitive chocolate manufacturers included in the report (representing about 70 per cent of total production, total sales of all products in the confectionery field during 1936 were 7.7 per cent larger on a quantity basis and 9.3 per cent larger in dollar value than in 1935. Each of these percentage figures is about the same as the corresponding percentage figures by which manufacturers increased their sales in 1935 over 1934.

Judging from the poundage increase in this reporting group, it is probable that total commercial production of confectionery in the United States exceeded the previous all time record, according to the analysis made of these figures in the survey.

The average value per pound for all kinds of confectionery and competitive chocolate products, and for all types of manufacturers combined, increased in 1935 to 15.1 cents from the 1935 figure of 14.9 cents. For all practical purposes confectionery manufacturers received for their products no more, on an average, during 1936 than they did in 1935, since the report states that little significance can be attached to this fractional rise.

Following a discussion of raw material costs and their significance to manufacturers, an analysis is made of the manufacturers' performance based on their sales volume. It is pointed out that present economic conditions, unlike those apparently prevailing in 1935, are not of such nature to give smaller manufacturers an advantage over the larger ones in expanding their business. Increased sales in 1936 apparently sprang from individual sales initiative and promotion, rather than external economic conditions.

The analysis of the all-important subject of confectionery distribution points out that 1936 continued the trends discussed in previous surveys of this series. The jobber again increased his share, handling 59.8 per cent of the total confectionery sales in 1936 as compared with 58.9 per cent in 1935. In other words,

of every dollar's worth of candy sold in 1936, about 60 cents' worth passed through the hands of these middlemen.

The percentage of total sales going direct to chain-store retailers was up to 20.6 in 1936 as compared with 19.9 in 1935. Sales direct to chain stores have tended steadily upward since 1933, this type of outlet having increased in importance each year since that time, when the percentage was 18.7. On the other hand, sales direct to independent retailers have steadily declined, in relation to total sales, since even before 1933. Distribution in this manner accounted for only 11.8 per cent of manufacturers' total sales in 1936.

## New Classification of Specialty Firms

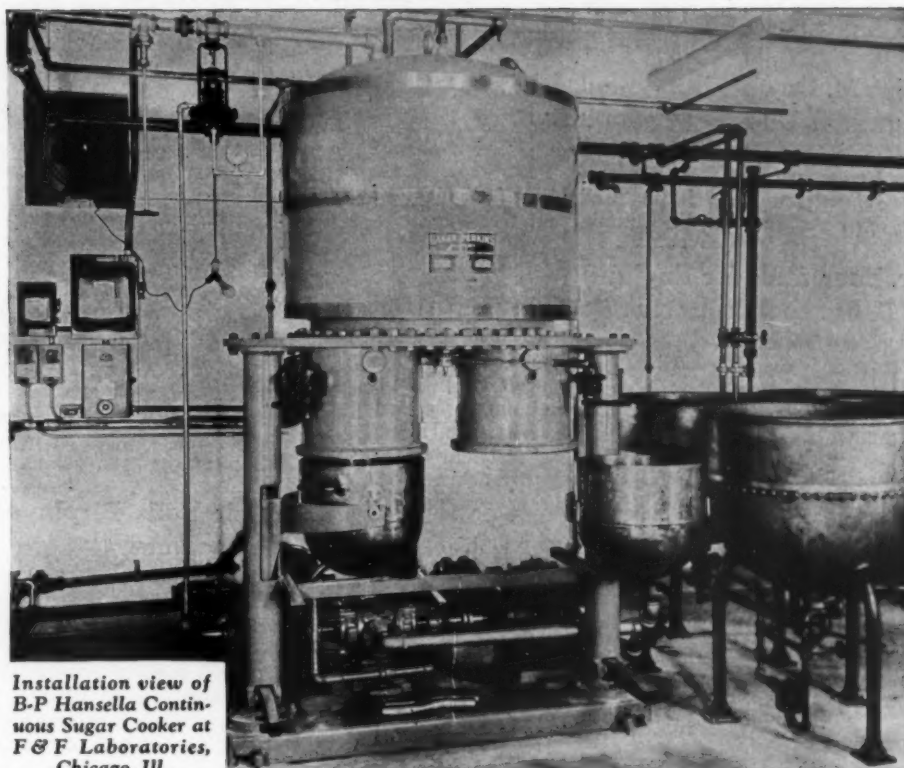
In the report for 1936 a new classification of manufacturers has been made, their sales being separated according to the kinds of products in which they specialize. Several interesting facts are revealed by this tabulation. Analysis shows that in the instance of bar-goods houses, bulk-goods houses, and penny-goods houses, average values per pound received by concerns specializing in the respective lines are substantially lower than the average values obtained for similar kinds of goods by other kinds of manufacturers. On the other hand, package-goods houses received in 1936 about 13½ cents more per pound for their specialty than other manufacturers received for package goods made by them.

Bar-goods houses, during 1936, accounted for nearly 87 per cent of total bar-goods sales by the reporting group of 308 manufacturers—the largest degree of concentration of the four types of business—whereas penny-goods houses accounted for only 36 per cent of the total group's sales of this item.

Another new feature is an analysis of an identical reporting group's sales over the period 1928 to 1936. Indexes of seasonal variation are worked out, revealing the sharp upward turn in dollar sales which occurred in the last four months of 1936.

In analyzing sales by manufacturer-wholesalers by types of product it is pointed out in the survey that 1936 was the first year in the last several in which sales of fancy-goods increased at a greater percentage rate than did plain package goods. Included in the "fancy-package goods" classification are those boxed candies packed by manufacturers to retail in the original containers at \$1.00 or more per pound. If, as some manufacturers believe, the sales performance of these higher priced confections may be considered in the nature of a barometer for candy sales as a whole, the industry should be considerably heartened by the ability of the consuming public to buy 16.6 per cent more pounds of fancy-package goods in 1936 than they bought in 1935, and at an average value per pound (manufacturers' invoice value not retail price) during 1936 of 67.4 cents.

The  
CHOICE  
of the  
QUALITY  
CANDY  
Producer



Installation view of  
B-P Hansella Contin-  
uous Sugar Cooker at  
F & F Laboratories,  
Chicago, Ill.

## "Hansella" Continuous Sugar Cooker

### OUTSTANDING FEATURES:

**Higher Vacuum**—better gloss and texture.

**Absolute Uniformity** from batch to batch.

**The Only Cooker** which both cooks and "vacuumizes" the  
candy continuously.

**Built to Exacting** A. S. M. E. Specifications. Each unit bears  
Hartford Underwriters Stamp of Approval.

BAKER PERKINS COMPANY, Inc.

SAGINAW, MICHIGAN AND PRINCIPAL CITIES  
NEW YORK SALES OFFICE, 250 PARK AVENUE

# Baker Perkins

# NEWS OF THE SUPPLY FIELD

EQUIPMENT • MATERIALS • MARKET INFORMATION • FIRMS • PERSONALS

## John M. Cowan Appointed Advertising Manager Dupont "Cellophane"

JOHN M. COWAN, newly appointed "Cellophane" advertising manager will be permanently located in the general sales offices of the "Cellophane" division of the du Pont Company in Wilmington, Delaware.

## Dr. Baer Sails for England R. B. Roulston in Pacific Northwest

DR. SAMUEL H. BAER, president of Blanke-Baer Extract & Preserving Co., St. Louis, Mo., sails on the SS Aquitania from New York for England, July 14. He will return to this country during the latter part of September. While in England he will spend some time with Frederick Boehm & Co., distributor for Blanke-Baer. Dr. Baer also hopes to arrange a short trip to the continent, probably visiting France and Switzerland.

R. B. Roulston, second vice-president, is now in the Pacific Northwest where he is looking after the packing of Blanke-Baer's strawberries and also making personal contacts with customers.

## W-E-R Ribbon Corp. Takes Larger Quarters

THE W-E-R Ribbon Corp., New York City, plans to move into larger quarters at 440 Fourth Avenue on or about July 10. This company which is the successor organization to the former Wertheimer Ribbon Corporation is installing new and improved facilities. A larger and more commodious display room is planned, where seasonable merchandise will be exhibited. Saul M. Rosenfeld is president and treasurer.

## New Plant for Polak's Fruit Works

POLAK'S FRUITAL WORKS, INC., has moved into its own factory building at 36-14 35th Street, Long Island City, N. Y., where it will maintain executive offices, warehouse, and manufacturing facilities. The company is enlarging and extending its activities with its main plant in Amersfoort, Holland, and branches in London, England, and the United States. Mr. Vles is treasurer and Mr. J. ter Veer is secretary of the American branch.

## T. C. Weygandt Passes

THEODORE C. WEYGANDT, president of T. C. Weygandt Company, New York City, passed away on June 28 at the age of 88. Mr. Weygandt was born in the Rheinpfalz (Palatinate), Germany, February 14, 1849.

Arriving in the United States at the age of 17, he first held office positions and then traveled a great deal throughout the country. In 1885 he established the T. C. Weygandt Company and, at the same time, founded the J. M. Lehmann Company of New York (a branch of J. M. Lehmann, Dresden), from which firm he retired in 1929. However, he remained president of the T. C. Weygandt Company until his death.

Mr. Weygandt was an outstanding figure in the chocolate industry and was considered an authority in matters of equipment. He was highly esteemed for his honesty and faithfulness and greatly beloved by all

for his pleasant personality. Although not active during the last eight years, he nevertheless came to the office every day and took a lively interest in the affairs of the company and in all of the late developments and improvements in chocolate machinery.

On June 5th, Mr. Weygandt sailed for Germany, contracted throat trouble on board the steamer, and died on June 28th in Hamburg.

Mr. Weygandt is survived by two daughters, Mrs. Charles Hummel and Mrs. Walter Barnes.

## Dodge & Olcott Improve Containers

DODGE & OLCOTT COMPANY, New York, manufacturers and importers of essential oils since 1798, announce a modern improved dressing for their bottles with convenient bakelite top stoppers, and labels in brown and gold on white.

## Boudoir Dolls Displayed In Cellophane

THE Standard Doll Company of New York City is now using cellophane to protect the colorful costumes of their boudoir dolls, which are proving popular as premiums in the candy industry.

Each doll is packed in an individual card-board box.

The Standard Doll Company makes a complete line of these beautiful dolls specially designed for the candy industry to tie-in with the various holiday seasons.

## DuPont Display Salon Features Candy Packages

AT the new Display Salon opened by E. I. duPont de Nemours & Company, in the Empire State Building, New York City, candy wrapped in various forms of transparent cellulose is being featured. According to duPont, candy was one of the first industries in which transparent cellulose sheeting was used, and today it shows some of the most original and newest of merchandising ideas.

You will find in the duPont display boxes, individually wrapped hard candy, trays, boats, novelty packages—in a word, practically every size and shape the industry produces today.

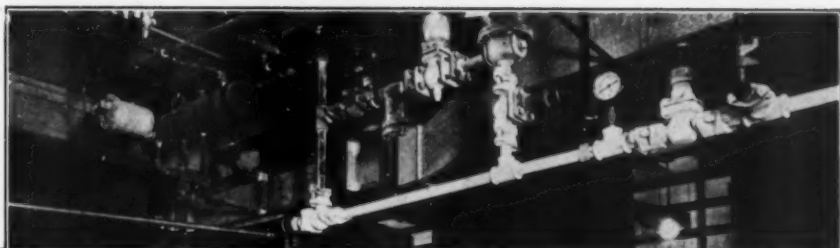
## Brazil Nuts Taken as Treats On Arctic Expedition

BRAZIL nuts from the Amazon jungle went to the North Pole with the MacGregor Arctic Expedition when it sailed from Port Newark the first week in July. Packed in burlap bags, 250 pounds of the nuts were taken north by the expedition as the chief delicacy to brighten holiday means in the Arctic. The Brazil nuts are to be used on Thanksgiving, Christmas, and New Year's Day. They were chosen as ideal for storage under arctic conditions, and transportation in limited space.

The ship is named the A. W. Greely after the American explorer who, in 1881, went farther north than anyone had up to that time.

The expedition is led by C. J. MacGregor, U. S. meteorologist. Second in command is Lieutenant Isaac Schlossbach, U. S. Army, retired, who was with the last Byrd expedition to the South Pole in 1935, and with the Wilkins expedition to the North Pole





## ROSS *knows* AIR CONDITIONING



A quarter of a century of practical experience is embodied in installations like the one pictured above, showing Ross Air Conditioning equipment for furnishing cold air to chocolate cooling tunnels. Uniform, Controlled conditions can be maintained in Packing and Dipping Rooms, Hard Candy Departments, Storage Rooms and other sections of confectionery plants. Write us for information or reliable recommendations for your requirements.



### J. O. ROSS ENGINEERING CORPORATION

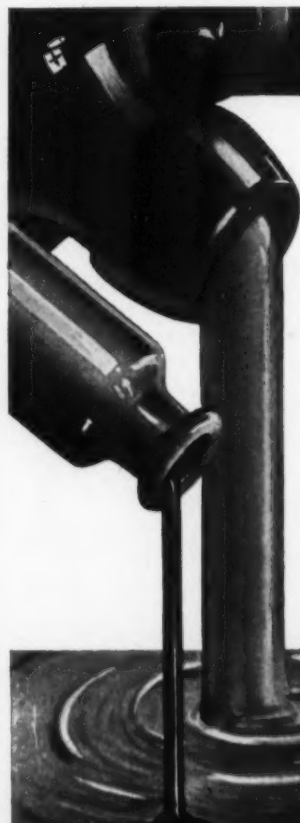
Main Office—350 MADISON AVE., NEW YORK

201 N. Wells Street  
CHICAGO

12953 Greeley Ave.  
DETROIT

2860 N. W. Front Ave.  
PORTLAND, ORE.

## Flavor and Color Sell the Product!



### HAVE YOU A FLAVOR OR COLOR PROBLEM?

Write us about your flavor or color problem. With our 86 years of experience, it is more than likely you will find the answer here . . . and one of our trained men to further help you.

#### HARD CANDY FLAVORS

Super Imitation Wild Cherry  
Super Imitation Grape  
Super Imitation Raspberry  
N 1200 Imitation Pineapple

Produce Natural Flavors characteristic of the fruit itself.



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ST. LOUIS

### H. KOHNSTAMM & CO., INC.

87 PARK PLACE, NEW YORK

11-13 EAST ILLINOIS ST., CHICAGO

FIRST PRODUCERS OF CERTIFIED COLORS

# CORDIAL FRUIT CENTERS

**for larger profits**

The steadily increasing use of Dipping Fruits during the present season in regular assorted Chocolates, in Fruit and Nut Boxes, and in All-Fruit Boxes bears witness to the results which these have been producing for Candy manufacturers.

BLANKE BAER DIPPING FRUITS are available in a complete assortment to give variety and appeal to all tastes—

DIPPING STRAWBERRIES  
NATURAL PINEAPPLE CUBES  
ORANGE PINEAPPLE CUBES  
GRAPE PINEAPPLE CUBES  
RASPBERRY PINEAPPLE CUBES  
PINEAPPLE WEDGES  
NATURAL PEACH CUBES  
DIPPING KUMQUATS  
DIPPING CHERRIES  
DIPPING RAISINS  
DIPPING RUM RAISINS

**When you make your plans for next season, remember Cordial Fruit Centers for larger profits.**

Suggested formula and complete information gladly sent on request.



**BLANKE BAER**  
**EXTRACT & PRESERVING CO.**

3224 South Kingshighway Blvd.  
St. Louis, Mo.

in 1931. Mrs. MacGregor accompanied her husband on the trip. There are fifteen members in the crew.

From Port Newark the company is proceeding to Fort Conger, about 400 miles from the North Pole, where a weather station will be established. The expedition is due to return on October 1, 1938.

## **Cacao Fermentation, a New Book**

AS this issue went to press we received a copy of Cacao Fermentation by Arthur W. Knapp, published by John Bale Sons & Danielsson, Ltd., London, England. The 171-page book contains 15 chapters, bibliography, index of authors, and index of subjects. A review of this book will be published in our next issue.

## **Banana Powder Plant in Honduras Ships to America**

ROBERT M. DAVIDSON, president of Sanib Corporation, of New York and Honduras, announces that the banana dehydration plant his company has been building at Puerto Cortes, Honduras, has been completed and is now making deliveries of powdered ripe bananas to the United States.

The new plant is reported to be modern in every respect. Special equipment has been installed covering the operation of a scientific process by which fully ripened bananas are reduced to powder form. The moisture is removed but the flavor, color and nutritive value of the fruit are retained.

The new product bears the trade name SUN-BAN. It is offered to the trade as a pure food concentrate, and is guaranteed to be free of artificial flavor, color or preservative, and to comply with all pure food laws. It is stated that one pound of SUN-BAN is equivalent to about eight pounds of ripe bananas.

This new company, an American enterprise, holds a concession from the government of Honduras, a country known as the world's greatest banana area. It is anticipated that Sanib Corporation will erect additional units to meet the potentially great foreign demand.

Executive and sales offices of the Sanib Corporation have been established at 122 East 42nd Street, New York City.

## **Product Makes Cloudy Lemon Beverage**

GLYCO PRODUCTS CO., INC., New York City, has announced that cloudy lemon, orange and similar drinks can easily be made by the use of Cloudene. It is a light-colored neutral liquid which is mixed with oil. This concentrate is then added to sugar syrup and charged water added in the usual way. The resulting product is a cloudy beverage which will not ring or settle.

## **Sugar Prices First Six Months 1937**

While domestic sugar prices during the first six months of 1937 were slightly lower than for the same period last year, quotations for sugars sold in the world market registered an appreciable increase.

According to Lamborn's Statistical Department, the average price for refined sugar, New York basis, during the first half of 1937, was 4.736 cents per pound as against 4.752 cents for the similar period last year. Raw sugar, on a cost and freight, New York basis, averaged 2.629 cents per pound as compared with 2.663 cents for the January-June, 1936, period.

World market sugars, on an F.O.B. Cuba basis, averaged 1.125 cents per pound as contrasted with .920 cents per pound last year, an increase of .205 cents per pound, or a little over 22 per cent.

### Skid Platforms and Lift Trucks

LEWIS-SHEPARD COMPANY, Watertown, Mass., just issued a new colored folder, No. 146, on Skid Platforms which may be used in conveying materials, goods, merchandise by the Lift Truck method of interior transportation. Improved features of the Lewis-Shepard lift trucks are: Steel bound all around; one-piece steel frame; arc-weld fastened (patented); solid steel support; smooth flush wood tops; steel end protection; no bolt holes to split boards; quick board replacement; boards floating in top; double strength side girders; legs located at end; and safety feet.

### Buy a Sweet Yacht! Albert's Novelty Box

R. L. ALBERT & SON, INC., New York, have launched a campaign for the sale of S. S. Spray Salt Water Toffee. A pound of this popular candy is housed in a smart two funnel ocean going cruiser, designed and made by the Eastern States Cartons Division of Robert Gair Company, Inc.

### Walter Baker Adds Weaver and Thiele

APPOINTMENT of J. F. Weaver and Herbert Thiele, both formerly of Runkel Company, as district sales managers of the Bulk Division of Walter Baker & Company, Inc., is announced by C. H. Gager, vice-president in charge of chocolate merchandising for General Foods Sales Company.

Mr. Weaver will be New England district sales manager with headquarters at Dorchester, Mass. He is well known to the confectionery trade, having represented Runkel in New England and New York state for the past 14 years. Previously he had been with the Crown Fruit and Extract Company for 18 years.

Mr. Thiele is district sales manager of Walter Baker's bulk products in the New York metropolitan district with headquarters at 21 West Street. He was formerly vice-president of Runkel Company, and before that connected with Wood & Selick, Inc.

Frequent special assignments will also carry Mr. Thiele and Mr. Weaver into other territories.

### Lamborn's Vest Pocket Sugar Data

The third edition of Lamborn's Vest Pocket Sugar Data, containing statistical data in connection with the United States beet sugar industry, is now being distributed by Lamborn & Company.

This issue provides a ready reference as to beet acreage, yields, production, factories operating, sucrose content, etc., for the domestic sugar beet crops from 1915 to 1936 inclusive.

Beet sugar production figures by states, as well as monthly distribution data for a series of years, are also contained in this vest pocket ready reference booklet.

### American Maize Announces Winner of Contest

AMERICAN MAIZE PRODUCTS CO., New York City, held a contest in its booth at the N. C. A. Exposition and a large multi-colored Bride's Bouquet prepared from candy was given away. Women were invited to register for a lucky draw and on the last day of the convention a young volunteer from the audience drew for the winner, and Mrs. Jirsa, a guest of Mr. and Mrs. Sisco of the Sisco Hamilton Company of Chicago, won the contest.

Jacketed



## Do you have CRYSTALLIZING PROBLEMS

either improving quality, eliminating waste, cutting costs, increasing output or saving floor space?

If you do, the

## GREER CRYSTAL RACK

will solve them

Many plants the world over have solved their crystallizing problem by adopting this equipment. Outdated methods put you at a distinct disadvantage in competing with firms using a GREER RACK. Why not operate this department on a profitable basis by investing in this modern crystallizing unit that pays dividends in increased production, lower labor costs, elimination of waste, improved quality, improved department appearance?

You can't afford to be handicapped with obsolete equipment. Write for full particulars—meet competition on an equal footing.

## J. W. GREER CO.

Cambridge : Mass.

London: Bramigk & Co., Ltd.



# UNIFORM



*as the  
ticking  
of a  
clock!*



ESTABLISHED 1849

**CHAS.  
PFIZER  
AND CO., INC.**  
MANUFACTURING CHEMISTS  
81 MAIDEN LAKE  
NEW YORK  
444 W. GRAND AVE.  
CHICAGO, ILL.

## Starch Jellies

if they are tender and  
tasty — make good  
summer numbers.

## USE NULOMOLINE

and your jellies will retain their tenderness for  
lengthy periods. There is no substitute for quality.

Write us for formulas and suggestions.

### THE NULOMOLINE COMPANY

Manufacturers of Standardized Invert Sugars

120 WALL STREET

NEW YORK

Western Office: 333 No. Michigan Ave., Chicago, Ill.

### "Food Technology"—New Book

A NEW book, entitled Food Technology, has just been published, which covers in one volume the broad field of the sources, methods of handling and manufacturing of the principal commercial food products. Besides covering in separate chapters many of the products used in candy manufacturing, a chapter is devoted to confectionery production.

Its authors are Samuel C. Prescott, dean of Science and head of the Department of Biology and Public Health, and Bernard E. Proctor, associate professor of Food Technology and Industrial Biology, Massachusetts Institute of Technology.

"Food technology in the sense in which it is used in this work," the authors declare, "comprises the economic application of the laws and processes of biology, physics, chemistry and engineering in the preparation and preservation of food products." This book was written to serve as the basis for broad and constructive treatment of the important field of food technology and the material therefore emphasizes the fundamental principals involved in the various methods of food manufacture and treatment, rather than giving highly detailed accounts of the manipulations carried out in each particular case.

The volume was prepared to fill a need for the adequate coverage of the subject in the instruction of students preparing to find places in the great food industries. It is believed, however, that food manufacturers and those concerned with the supervision and inspection of food supplies, and others will find the volume of interest and value.

In the chapter on confectionery the principal products of the industry are discussed in general, including reprints of the Department of Commerce statistics. The major products used in the manufacture of confections are briefly covered.

Sections are devoted to general discussion of the manufacture of the major types of confections. A floor chart for confectionery operations is included.

Other subjects covered include the following: Wheat and Milling, Corn and Corn Products, Minor Cereals, Vegetables, Fruits, Sugar and Syrups, Eggs; Milk, Dairy Products; Baking; Canning Refrigeration, Dehydration; Vegetable Oils, Fruit Juices, Jellies and Jams.

The volume is obtainable at \$5.00 per copy through The Manufacturing Confectioner Publishing Company.

### Ohio Milk Chocolate Co.

#### Formed by Roy Z. Hershey

THE Ohio Milk Chocolate Co., of Malvern, Ohio, has been incorporated for \$62,000 by Roy Z. Hershey, H. C. Ross and A. R. Wadsworth. It is reported the new company will start sometime in August and will employ upwards to 100 people.

### West Bend Serving Oven

WEST BEND ALUMINUM CO., West Bend, Wis., has put on the market a new Serving Oven, suited to premium or gift container usage. It is made of aluminum and is globe shaped. The height, overall is 6¼ inches, with a diameter of 9¼ inches. It consists of three pieces—base, cover, and meshed wire basket. It will hold two dozen tea or luncheon rolls.

The Serving Oven can be placed right over the heating unit on the stove, and when contents are warm, carried to the table. The handles and cover knife are made of Bakelite.

## Sixth Annual Directory Of Confectionery Manufacturers Being Compiled for Fall Buyers

**T**HE 1938 DIRECTORY OF CANDY MANUFACTURERS is now being compiled for publication in the early Fall. A large percentage of the questionnaires which were recently sent to firms of the industry have been checked as to the products manufactured by each company, and returned to our publishing offices.

Firms, however, that have not filled out and returned their questionnaires should do so at once, to aid the publisher in listing them correctly under the different classifications of confections which they manufacture.

Listings in the Directory are without charge. All manufacturers who sell at wholesale nationally or sectionally throughout one or more states are listed. The company's name, address, distribution points and territories served are indicated. The firms are classified according to the products they manufacture.

This Directory, which is the only complete published classification of confectionery manufacturers has become indispensable to candy buyers throughout the country as a ready reference in connection with their buying procedure. Every fall it is placed in the hands of all substantial wholesale and large retail buyers of confections throughout the entire country.

Many new ideas are being incorporated in this issue, which will make it more useful than ever to the entire industry. Quickmail—a revolutionary publication idea which transforms advertising into sales action—is one of the new features. The 1938 issue also steps out in a new cover.

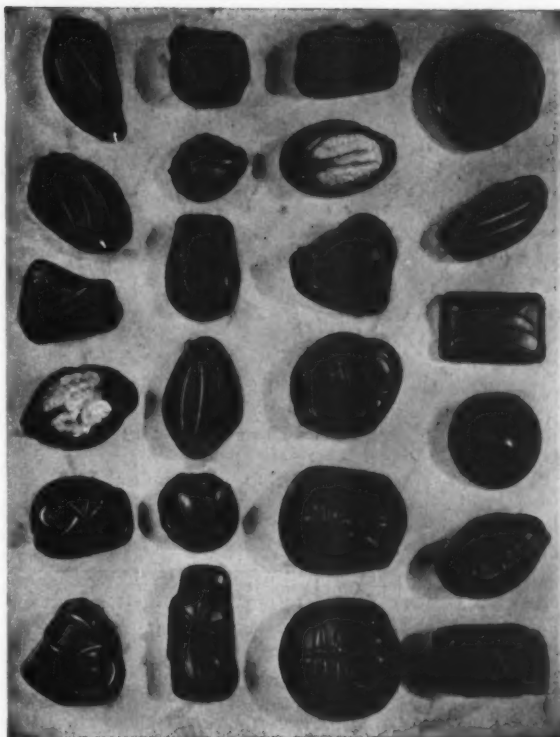
Advertising is also being inserted by numerous manufacturers wishing to tell the complete story of their lines which are listed in the various sections. Thus they will be completely represented in condensed catalog form before all of the key wholesale and syndicate buyers of the nation for the entire year, with the cost of only one insertion. A greater number of firms than ever before are expected to be included in the advertising pages, tying up with their listings.

This will be the 6th Annual Directory issue of THE CONFECTIONERY BUYER, published by The MANUFACTURING CONFECTIONER PUBLISHING CO.

## Southern Wholesalers to Meet At New Orleans, July 21-22

THE 17th Annual Convention of the Southern Wholesale Confectioners' Assn. will be held at the St. Charles Hotel in New Orleans, July 21 to 23. Among those attending the Convention will be President Thomas J. Payne of the N. C. A. and Secretary Max Burger. The Convention will feature closer cooperation between jobber, manufacturer, and traveling man. A joint conference of jobbers, manufacturers, and traveling men has been arranged for the second day. The problem of cut prices will be discussed by Ed. Peebles of the Peebles Supply Co., West Palm Beach, Fla., and E. J. Harrell, Acme Candy Co., Nelson, N. C. The Miller-Tydings Bill will also be discussed by Congressman John E. Miller, author of the Bill.

Over forty manufacturers will display their lines in connection with the Convention.



★ It makes little difference where you are located or how *big* you are, if you sell the kind of covered pieces people want.

That's why the little fellow using Hooton's Chocolate Coatings so often does a brisk business while his "big shot" competitor using ordinary coatings wonders what it's all about.

People like Hooton's Coatings. They like their delicious flavor, their unrivaled smoothness and their fine appearance.

Lloyd's doesn't write chocolate coating insurance . . . but Hooton provides chocolate coating assurance. Better look into the matter now. Write for samples today.

**HOOTON**  
**CHOCOLATE CO.**  
**NEWARK, NEW JERSEY**

ANALYSTS

CONSULTANTS

## ● SCHWARZ LABORATORIES, INC.

Specialists in the  
Chemistry of  
Cacao Products

MANUFACTURERS OF

## ● LIPEOMETER

for determining Cocoa Butter

SCHWARZ LABORATORIES, INC.  
202 EAST 44TH ST. . . . . NEW YORK, N. Y.

## EXPERIENCE COUNTS

in Air Conditioning as in all other things.

We KNOW from "Experience" how to solve the various Air Conditioning problems of the Confectionery and Biscuit plants.

This "Experience", designed and built into ECONOMY Air Conditioning equipment, results in greater efficiency and dependability.

*Let our "Experience" serve you.*

**Economy Equipment Company**  
538 W. Pershing Rd. . . . . Chicago, Ill.

JOHN SHEFFMAN  
152 W. 42nd Street  
New York, N. Y.

BAKER SERVICE, Inc.  
507 E. 3rd Street  
Los Angeles, Calif.

ECONOMY EQUIPMENT CO.  
538 W. Pershing Road, Chicago, Illinois

### Send Us Literature

☐ "LUSTER-KOOLD" CONVEYORS

☐ ECONOMY DRY CONDITIONER

☐ ECONOMY BELT TURN

Firm ..... Individual .....

Address .....

## M. C. MAIL EXCHANGE

### Light Chocolate Coating That Avoids Fat Bloom

**INQUIRY:** At the present time we are facing a fat bloom problem which we think you may be able to assist us in solving. We are attempting to make a substitute light chocolate coating, using the following ingredients:

45 lbs. Vegetable Fat 96°  
20 lbs. Cocoa Powder containing 14% fat  
33 lbs. Icing Sugar  
4 ozs. Lecithin

The result is favorable for about two days; then a fat bloom appears on the goods. This coating has a very bright gloss immediately it comes from the enrober, but after two days takes on the bloom. Will you kindly send us a remedy for this, if at all possible.—Canada.

**REPLY:** The following formula has been used for light coating with excellent results:

20 lbs. Dutched Cocoa  
100 lbs. Powdered Sugar  
35 lbs. Coconut Fat  
6½ ozs. Lecithin  
2 oz. Salt

This coating should not be run any higher than 86° F. when used on enrobers.

### Uncoated Mint Patties

**INQUIRY:** We are having difficulty in obtaining a good gloss on colored mint patties. We refer to uncoated mints. We use glycerin in the mix but do not obtain the desired gloss. Perhaps you have some information in your files covering this condition. Any suggestions will be greatly appreciated.—New York City.

**REPLY:** In your letter you do not state whether the output is large or small, so our technical staff has included two formulas in answer to your inquiry.

**Method:** To obtain a good gloss on uncoated mint patties, pure crystal "A" sugar is essential. For a large batch, use the following:

100 lbs. granulated sugar  
15 gals. water

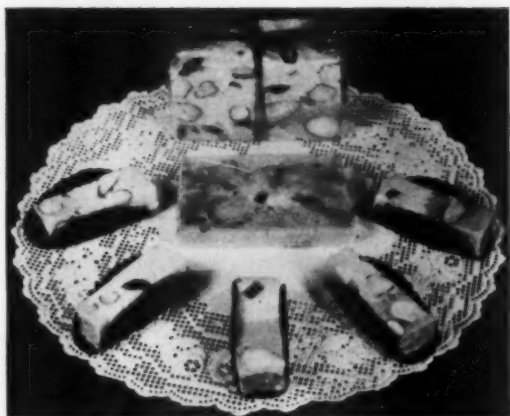
Put this on and stir until it starts to boil. The reason for the extra water is to be sure that all particles of sugar are dissolved before it starts to boil. Then boil to 246° F. Set it off the fire and add about 10 sheets of gelatin that previously have been soaked in cold water. This will immediately melt when it strikes the hot syrup. Pour the batch on a water cooled slab or beater, as the case may be. If on a beater, it should not be stirred until it is cold. If the material is too cold and hard it will break the arm of the machine. It can be put into a Racine, Warner or National cylinder. Steam should be under the slab.

Formula for a small output:

25 lbs. sugar  
2½ gals. water

Boil to 244° F. and add three sheets of gelatin. The method is the same as for the larger output.





### BRAZIL FRUIT SLICES

Granulated sugar .....	20 lbs.
Water—to dissolve the sugar .....	
Corn syrup .....	15 lbs.
Standardized invert sugar .....	5 lbs.
Medium desiccated coconut .....	15 lbs.
Diced assorted preserved fruits .....	8 lbs.
Salt (powdered) .....	3 ozs.
Short fondant .....	10 lbs.
Frappe .....	5 lbs.
Whole Brazil nuts .....	10 lbs.

Vanilla flavor—white color  
Pineapple flavor—yellow color  
Roman punch—pink color

Boil the sugar, corn syrup, invert sugar and water to 245-250° F. Add the coconut, diced fruit, salt, and fondant. Mix until the fondant is melted, then add the frappe and Brazil nuts and mix well.

Divide the batch into three parts. Add vanilla flavor to one part; pineapple flavor and yellow color to the second portion; and Roman punch and pink color to the third portion.

Spread the batch out in layers on waxed paper, and when they have set they may be cut into slices, blocks, bars, or small pieces.

### Forms of Citric Acid Used in Hard Candies

**INQUIRY:** What is the preference of manufacturers for use in hard candies, Anhydrous Citric Acid or Crystals?—New York City.

**REPLY:** We understand that powdered citric acid is preferred by most manufacturers. However, in making fruit drops anhydrous is used exclusively. As you may know, a number of large manufacturers are getting out drink powders and in these instances they are using the anhydrous citric acid.

Powdered citric acid contains about 8½% water, while the moisture content of the anhydrous is about ½%. The manufacturers also use the granular type, and this is about 1c a pound cheaper than the other two grades. As long as the manufacturers add water to their batches they do not object to the 8½% water content in the powdered citric acid, and it is cheaper by about 3c per pound than the anhydrous.

The 5th International Heating & Ventilating Exposition will be held at the Grand Central Palace, New York, January 24 to 28, 1938. The dates previously announced were January 4 to 8.

# National



## FOR GUMS AND HARD CANDIES

BRILLIANT • UNIFORM • STABLE

**NATIONAL ANILINE AND  
CHEMICAL COMPANY, INC.**

40 RECTOR STREET NEW YORK, N. Y.

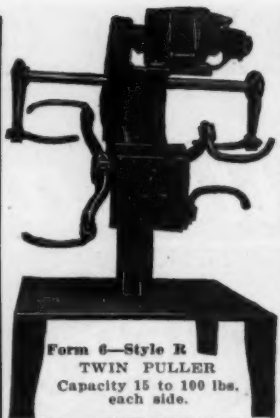
BOSTON	SAN FRANCISCO	ATLANTA
PROVIDENCE	CHATTANOOGA	
CHICAGO	CHARLOTTE	PORTLAND, ORE.
PHILADELPHIA	GREENSBORO	TORONTO, CAN.

Branches and Distributors Throughout the World

# Food Colors



# HILDRETH'S



Form 6—Style R  
TWIN PULLER  
Capacity 15 to 100 lbs.  
each side.

## MAXIMUM Capacity 200 lbs. per batch Form 6—Style R—Twin Puller

- Minimum capacity 15 lbs. on each set of arms. Pulls either hard-boiled or soft-boiled goods.
- Can be used for 2 batches at once—either the same or different colors or flavors.

### REBUILT MACHINES AVAILABLE

Special low prices for all sizes and styles. Write for information and prices.

## DISPLAY PULLER 5 to 10 lbs. per batch FORM O—STYLE A

- Excellent for demonstration purposes. It is very attractive, nicely finished, has an aluminum base and nickel trimmings. Motor driven.

Other sizes and styles—capacities from 5 lbs. to 300 lbs. per batch. Write for complete description and prices.

- All replacement parts in stock for immediate delivery.



**THE ORIGINAL CANDY PULLER**  
**HILDRETH PULLING MACHINE CO.**  
153 Crosby Street :: New York, N. Y.

QUALITY

"1,000 Manufacturers Can't Be Wrong"



PRODUCTION

## THE SIMPLEX CREAM FONDANT SYSTEM

Will Increase Production—Reduce Labor and Operating Costs—Require Less Floor Space—Improve Quality—

Adaptable for cooking and cooling perfectly all types of Hand Roll or Cast Creams on limited or production basis.

The "SIMPLEX" is now manufactured in several models (for cream fondant, toffees, grained mints, and hard candies), each adaptable to your particular problem and type of candy.

Write us for details.

"Cutting Costs with a Simplex."

**VACUUM CANDY MACHINERY CO.**  
15 Park Row New York City

## UNFAIR TRADE PRACTICES

(Continued from page 27)

therein subjects the offender to prosecution or corrective action under statute. . . An average of 90 per cent of approved rules are of this class, and these have, in effect, the power and enforcement of the law behind them.

In Group II are placed rules as to which compliance ordinarily is voluntary. They are usually rules which recommend practices which the industry desires to foster and to promote as desirable in the interest of good business. The opportunity to adhere to such rules on a voluntary basis has proved to be adequate assurance of compliance. This may be accounted for by the fact that usually Group II rules are such that members of the industry generally are only too glad to follow, once they are assured, through Commission acceptance, that it is proper to follow, and to cooperate with others in observing them. If, however, Group II rules are violated in such a way as to bring about an infraction of the law, the offender may be subjected to compulsory corrective proceedings by the Commission. Experience has shown that observance of approved rules, whether of Group I or Group II is readily forthcoming and presents no great difficulty.

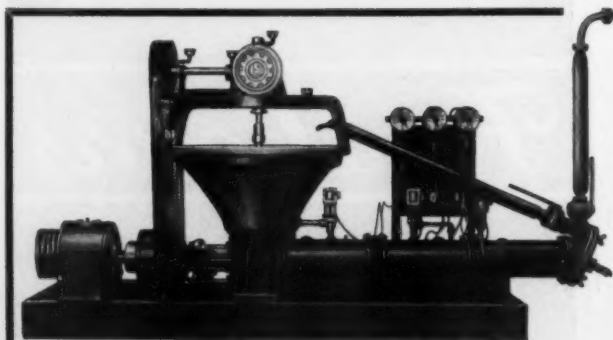
Trade practice conferences have proven to be of inestimable value to business. Roundly, two hundred industries have to date availed themselves of this voluntary cooperative procedure.

This procedure was the logical development of the Commission's efforts, in cooperation with business and industry, to protect honest competitors and the public from unlawful practices by an unscrupulous minority who are willing to resort to any scheme or method that gives promise of quick and ruthless profits.

The plan is not new or untried. It has been in use for many years and has long since passed beyond the experimental stage. In it, full protection of one's legal and constitutional rights is adequately provided for and safeguarded.

Self-correction of bad competitive practices through proper cooperative endeavor is a most wholesome thing. Its value in the avoidance of more expensive methods is tremendous. As a stimulant to sound and prosperous business its benevolent influence may be felt in every detail of operation. In it industry has much to gain and nothing to lose. I commend it to your consideration.

Editor's Note: The remainder of Colonel March's address, relating to the Commission's enforcement of the Robinson-Patman Act, will be published next month.



The **LAUENSTEIN** solves your tempering problem in the surest—most efficient way

Fully Automatic

## TEMPERING MACHINE

system LAUENSTEIN

Simply turn hands of thermometers to degree wanted and the machine needs no further attention. It will deliver the chocolate correctly tempered to depositors or enrobers; no pump required.

Write for further particulars to:

**T. C. Weygandt Company**  
167 Duane St. New York, N. Y.

## Candy Imports—Exports

THE April, 1937, United States Foreign Trade Statistics for the import of sugar candy and confectionery showed a total of 306,304 pounds or a value of \$23,017.

The export of confectionery and other candy for April, 1937, totaled 568,569 pounds or a value of \$64,502.

## Sales 20% Above Year Ago

CONFECTIONERY manufacturers sold nearly 20% more candy in May, 1937, than they did during May, 1936.

Manufacturer-retailers had a May business 11% above the same month of 1936, and this substantial improvement brought their five months' dollar sales volume up to 2% above the same period in 1936.

The most significant change during the past month was the return of competitive chocolate products to the "plus" column. Sales of such items had been consistently under those of 1936 for each of the first four months of this year. This condition was reversed in May when competitive chocolate products sales went to 8% above May, 1936.

## Next Candy Packaging Clinic

The next Quarterly Packaging Clinic, sponsored by THE MANUFACTURING CONFECTIONER, will be held in our Chicago offices July 16. Constructive criticism will be given, and outstanding packages selected for award of recognition. This is the only Packaging Clinic in the world devoted to the candy industry.



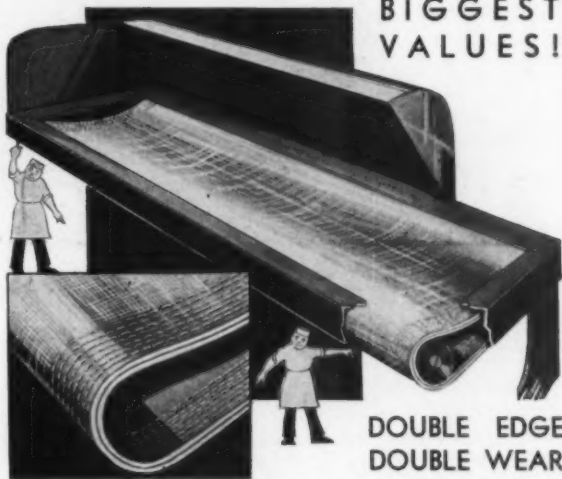
**for**  
**PECTIN CANDIES**  
**COMPLETE - READY TO USE**

**SPEAS MFG. CO. -- K.C. MO.**

JULY, 1937

# BURMAK

**BATCH ROLLER BELTS**  
**BIGGEST VALUES!**



**DOUBLE EDGE**  
**DOUBLE WEAR**

TO GIVE YOU the biggest value in Batch Roller Belts — with longer wearing service—**BURMAK** belts are constructed with patented re-enforced edges — double thickness of fabric, plus heavy binding and extra stitching where the wear occurs. Made from specially woven fabric. Yet they cost you no more. Here's belt money value!

**BURRELL BELTING COMPANY**  
401 S. HERMITAGE AVENUE - - - - - CHICAGO

**BETTER**  
**HARD CANDY**



**...thanks to ideal air conditions**

Stickiness and graining of hard candies are no problem at Oswego Candy Works, Oswego, N. Y. These products are made under ideal conditions of temperature and humidity maintained by a Sturtevant Air Conditioning System.

This system effected other benefits, too. It enabled them to consistently obtain a high gloss . . . and eliminate a large amount of waste and delay due to sticky machines.

Our long experience with conditioning problems in the candy industry is at your service.



**COOLING & AIR CONDITIONING CORP.**

(Division of B. F. Sturtevant Co., Hyde Park, Boston, Mass.)

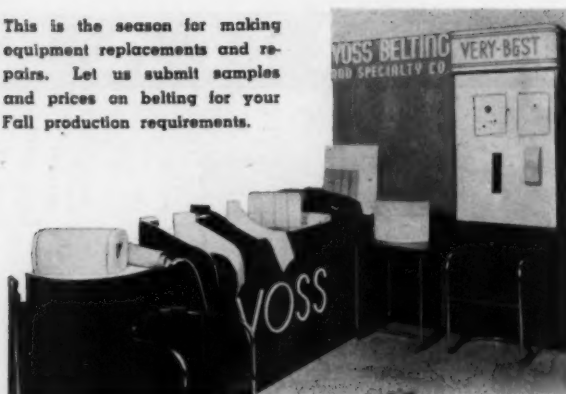


ATLANTA CAMDEN CHICAGO GREENSBORO  
LOS ANGELES NEW YORK

Page 43



This is the season for making equipment replacements and repairs. Let us submit samples and prices on belting for your Fall production requirements.



## Guaranteed To Save Money! NEW GLAZED ENROBER BELT

Voss now introduces the enrober belt the candy industry has been waiting for! Contains no rubber—will operate over the sharpest edge or nose bar without cracking—gives extra long life.

Cut your belting costs in half and at the same time improve your product with perfect bottoms.

Send now for a trial belt and be convinced!

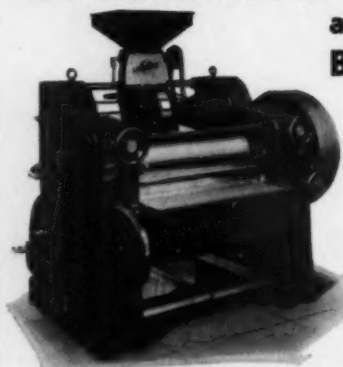
"Service — Satisfaction — Savings"

### VOSS BELTING & SPECIALTY CO.

1750-1756 BERWYN AVENUE

CHICAGO, ILLINOIS

**One cocoa liquor mill that does  
the work of two or three . . .  
and does it  
BETTER**



The  
913-M

**AGAIN** Lehmann scores! This time it is with a new COCOA LIQUOR MILL combining the features of a roller mill and a disc mill.

In a single operation this new unit converts cocoa nibs into the finest ground cocoa liquor. It is capable of much greater fineness than the old millstone type of mill and produces as much as do two or three large triple mills of that type. It represents a saving in floor space, power and attendant labor.

This method of grinding cocoa nibs is rapidly finding favor with the cocoa and chocolate industry.

Additional details will be given gladly upon request.

**J. M. LEHMANN  
COMPANY, Inc.**

Established 1834

250 WEST BROADWAY  
NEW YORK, N. Y.

Factory: Lyndhurst, N. J.



The Standard for Quality  
in Machinery Since 1834

## CONFECTIONERS' BRIEFS

**Mr. Sam Tranin**, president of **Tranin Egg Products Company**, Kansas City, Mo., will soon be back attending to his duties after a six months' illness.

**Allen K. Schleicher** is the new president of the **National Paper Box Manufacturers' Association**, elected at their recent convention in Cincinnati. He is treasurer of **F. J. Schleicher Paper Box Co.**, St. Louis, Mo.

The Midwest meeting of the **American Marketing Association** was held at the Hotel Statler, Cleveland, Ohio, June 25 and 26. Three sessions were held and the subjects discussed were research, marketing and fair trade policies and practices.

**Clarence H. Flint**, sales manager and member of the board of directors of **Peter Paul, Inc.**, Naugatuck, Conn., has recently been named vice-president.

It is reported that **National Chicle Co.**, Cambridge, Mass., will be sold at auction July 15. Sale is by order of the United States District Court, District of Massachusetts.

**Hollywood Candy Co.**, Minneapolis, has agreed to locate a plant in Centralia, Ill., if that city will subscribe a bonus of \$60,000. The company proposes to employ 400 persons.

The **King Candy Co.**, St. Louis, Mo., has been disposed of to **Raleigh Candy Co.**, St. Louis.

**Liberty Nut Products, Inc.**, New York City, was recently incorporated according to reports. The firm's capitalization is \$20,000 and it will deal in candies, nuts, fruits, ice cream and beverages.

**Joseph H. Werner** resigned as general sales manager of **The Metro Chocolate Co., Inc.**, Brooklyn, July 1. Mr. Werner has been identified with the confectionery industry since 1914.

**Curt A. Schwartz**, president of **Akron Candy Co.**, Akron, Ohio, died June 22. It is reported his associates will carry on the business.

**Armin G. Ladwig**, secretary and treasurer of the **Stuart Co.**, Milwaukee, Wis., was found shot to death at the home of his parents.

**Yasuo Watanabe**, manager of the Central Purchasing Department, and **Mr. Kazuo Matsuzaki**, manager of the **Morinaga Candy Store, Ltd.**, Yokohama, are making a trip around the world. They left Yokohama for San Francisco on June 10 and will spend several weeks in this country.

**Barrow Candy Co.**, Columbus, Ohio, has purchased the building in which it is located. The candy jobbing firm is operated by Frank Barrow and his wife.

### New York Fair Food Group Bond Sellers

REPRESENTING the Confectionery Division in the New York World's Fair Bond Sales Committee are: I. Kamber; L. E. Pritchard, vice-president, and William J. Tierney, assistant sales manager of the American Chicle Co.

In the Sugar Division are: Joseph F. Abbott, president of the American Sugar Refining Co., and Charles D. Bruyn, president of the National Sugar Refining Co.

Thirty-four food industry leaders, under the chairmanship of Thomas H. McInerney, president of the National Dairy Products Corp., are distributing \$3,000,000 of the Fair's 4% debentures.

### CANDY MANUFACTURERS NOTICE!

HAS YOUR COMPANY checked and returned its questionnaire for the 1938 **DIRECTORY OF CONFECTIONERY MANUFACTURERS**? Each firm selling at wholesale, nationally or sectionally over a state or more, should send its check list of types of goods in its lines. You will want to be listed accurately in this buying guide used by all candy buyers. Address—The Confectionery Buyer Div., The Manufacturing Confectioner Pub. Co., Daily News Bldg., Chicago, Ill.



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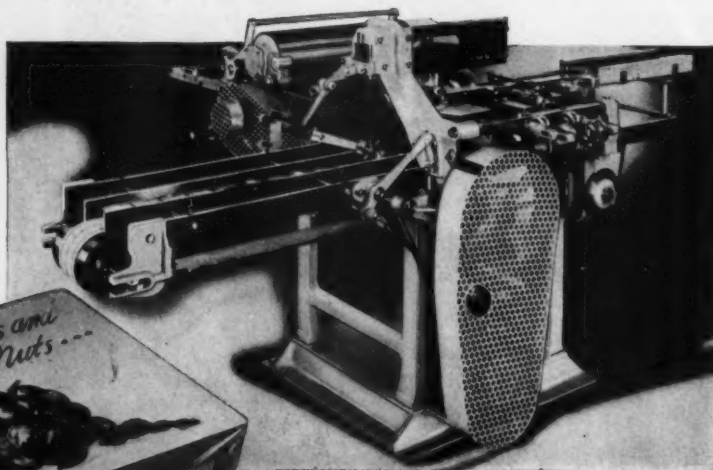


# Candy. Packaging

- SUPPLIES
- SALES AIDS
- MERCHANDISING

THIS SECTION APPEARS MONTHLY IN THE  
**MANUFACTURING CONFECTIONER**

# Wraps, Boxes or Trays in a wide range of sizes



Here's the machine candy manufacturers are now buying for wrapping extension edge boxes and trays.

This FA model is ideally suited to the requirements of candy manufacturers, because

1. Adjustable for a wide size range.
2. Can be built to handle practically any type of wrapping material — plain or printed cellulose, foil, printed paper.
3. Registers printed wrappers by Electric Eye.
4. Uses material in roll form, saving up to 20% on material costs.

## LARGE SAVINGS

The simple construction of the model FA makes it correspondingly low in price. If you are wrapping your packages by hand, this machine will quickly show you a large saving. If you have old machines which should be replaced, here is an opportunity to do it at an unusually low investment and with a decided improvement in your production efficiency. Write for information.

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# PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

# CANDY PACKAGING AND MERCHANDISING AIDS

A SECTION DEVOTED TO BETTER PACKAGING AND MERCHANDISING METHODS

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## CANDY PACKAGING POINTERS

CONTINUING MR. LARRABEE'S SUGGESTIONS AND  
CRITICISMS ON PACKAGES OF THE CANDY INDUSTRY

★By C. B. LARRABEE

Managing Editor, "Printers' Ink," New York City

Concluding Part of Address at N.C.A. Convention

**L**ET me ask another question: "Do you believe in legibility?" Again you will unanimously say, "Yes." But do you dare to make this test with your package?

Set it up ten feet away from you and see how much of its message you can read. I don't mean that every package should have its message read at ten feet. That is impossible. But every package should convey some kind of a message at that distance and will convey that only if it is legible.

### **How Many Trade Names Are Really Legible?**

I am not going to argue about the importance of the trade name. That is the business of the manufacturer himself. However, if he is going to use his trade name in a prominent place on the package it should be legible.

I think one thing that will strike you, particularly in the nickel candies, is the fact that many manufacturers today are using trade name logotypes that were designed ten, fifteen, and even twenty-five or thirty years ago. As a general thing this will mean a type of lettering which is ornate and not legible.

For the fun of it, I took twenty candy wrappers at random. To my surprise, I found that on ten of them it was an effort to read the manufacturer's name, although it was played up as large as any lettering on the package. Three of the trade names were almost impossible to read, even when you held the packages close to your eyes. It was probably no coincidence that on these same three packages it was almost impossible to read the name of the candy. Now I submit to you that packaging which clutters up not only the name of the manufacturer, but also the name of the candy itself, can hardly be called good packaging.

Legibility means simplicity of design, good lettering, good color combinations, good shapes.

I should imagine that considerably more than half of the packages on the candy counters today would pass with a good mark in a legibility test. I don't hesitate to say, however, that more than half of these packages do not take as much advantage of the important factor of legibility as they should.

Simplicity and legibility are essential to good modern design, and that is one of the reasons why I place so much emphasis on a study of design and why I say that you don't have to be a fashion artist to study design trends.

### **Photography Trend in Modern Packaging**

Another question: "How many of you have been watching the trend toward photography in modern packaging?"

During recent years we have seen a tremendous trend toward photography in advertising illustrations. In fact, the pendulum swung so far over toward photography that it is, to a certain extent, beginning to swing back. But it will be many years, if ever, before it swings back to where it was fifteen years ago.

Photography is beginning to become just as important in package design. Any of you who were fortunate enough to see the packages in the recent Wolf Award Competition of the American Management Association must have been struck by the excellent canned goods designs that used color photography.

As long as three or four years ago, I began to see some excellent packages from abroad that made fine use of photography. I know of at least one American package of ten years ago that used photographic re-



productions of hard candies on a lithographed tin surface.

Photography has been held back in package design to some extent because of the difficulty of printing on certain materials. Today, however, I have seen some excellent photographic reproductions on foil.

I do not mean that this industry should go crazy on the subject of photography. One trouble the candy industry has had in packages is its tendency to stampede toward a certain idea or a certain material.

I hesitate to counsel over-all photographic package illustrations. But there is no reason why photography cannot be combined with some of the fine materials, such as the beautiful and striking papers that are available.

I emphasize photography because that is a modern design trend and you should know about it. Having studied its possibilities many of you will say, "We don't want photography." It may be a wise decision in many cases not to use photography. However, not to use it because you don't know about it is inexcusable.

### **Capable Designer Worth His Cost**

Before leaving the subject of design trends, I want to ask you what is your attitude toward the designer? When I speak of designers I mean not only the professional industrial designer but, also, really good designers working for houses that furnish package materials or print labels.

I know that a number of you will say, "We can't afford to get the benefit of these designers. Our margin for package costs is so small that it won't stand a design charge."

Let me tell you a little story that I could duplicate a dozen times over. Recently I saw an excellent package which not only had won mention at one of the package shows but had won something that means a lot more to the manufacturer; that is, real sales volume across the counter. I asked the manufacturer how much his design cost.

He said, "I paid \$500 for that design, but let me tell you a story. When we were figuring costs we found that we could allow a maximum of 1½ cents for packaging. We put the problem in the hands of a designer and he charged us \$500, but he came up with a superlative package which cost three-eighths of a cent, nearly 1 cent less than we had allowed ourselves for a package."

Therefore I say to you, don't be afraid of the designer.

### **Package Should Be Convenient for Consumer**

Another question: "How much consideration have you given to consumer convenience? Is your package convenient to open? Is it convenient to carry? Is it convenient to use? Is it convenient to keep open and to reopen?"

Those are important questions and yet I know of several candy packages that are convenient from the manufacturer's, the jobber's and the dealer's point-of-view but are damnably inconvenient from the user's point-of-view.

I don't like and you don't like a package that is so boggled up with protective materials poorly placed around it that it can't be opened conveniently. Think of the difference between the Wrigley's package of a few years ago and the package of today, with its convenient little opener strip.

And this brings up the question of construction. This is one of the most important factors in modern packages and yet no industry—and that includes the con-

fectionery industry—has even touched the fringes of the possibilities of construction.

If your package is built along traditional lines, maybe those lines are right. When you go back home, put your package or your packages in front of you and see what can be done by some little change in construction to make them more convenient, more appealing, more efficient. You may be surprised and, who knows, you may find some improvement in construction that will give you a year's jump on competition. And today a year's jump means something.

### **Keep Abreast of Developments in Packaging Materials**

What do you know about materials? That's a big question but an important one. If I were a confectionery manufacturer I would never fail to open every letter and study every booklet or folder that I got from a manufacturer of packages.

It is impossible for me in the time allowed me to more than touch on even some of the possibilities of material. We all know the revolution made in the candy business by the development of transparent cellulose materials. We know of the tremendous developments in papers. We have seen such materials as tin and wood build new profits for the higher priced lines. Today there is a whole new trend development in the field of protective lacquers. Study this trend. It may apply to your business. The last year has seen remarkable developments in semi-rigid and transparent materials.

Then, look what has happened with foils, particularly the recent developments in painting on foil.

Thus I could go on enumerating material after material, from resinoids to glassine papers, and in each case most of you would be reminded of some remarkable package success in your field due to a wide adaptation of some new use of each material mentioned. Know your materials. Study them. Don't hesitate to spend a few dollars in laboratory tests with materials.

### **Latest in Packaging Machinery Most Economical**

Then there is the question of packaging machinery, one of the most important subjects. I myself know very little about the machinery angle of packaging, but I know that it is poor economy to use machinery which will turn out five or ten packages per minute when there is new machinery which may turn out fifteen to twenty or more packages per minute. I know that it is poor economy to use machinery which is so old that it is continually out of repair or so obsolete in design that it costs extra money to operate. . .

There are other important package developments that I can only touch on briefly.

### **Novelty Idea Should Be Studied in Relation to Staples**

For instance, this question of novelty. I know of no industry that has been so successful in novelty packaging as the confectionery industry. And yet I wonder if it has really studied the advantages and disadvantages of novelty as thoroughly as it might.

You know of cases where novelty has been misapplied. You know of cases where a perfectly good item which might have had an excellent staple appeal has been pushed as a novelty, with the result that it was a worn-out number as a novelty long before it would have lost its value had the staple appeal been used. I never think of a novelty item without thinking of Life-

## for EYE-APPEAL

Candymakers know that half their packaging battle is won when they conceive an effect that stands out strongly on the candy counter. And the success of such an effect frequently hinges on the proper paper selection.



## for PROTECTION



Coupled with the eye-catching value of every candy package must be protection, for protection preserves the goodness that tickles your customer's palate and makes him buy again. The wide variety of our lines offer you unlimited possibilities in the selection of the proper paper to combine sales appeal with product protection.

## for ECONOMY

Although both eye-appeal and protection can easily be obtained if the cost is not important, packaging expense must be considered on most candy items. Here the Riegel Mills can be of valuable assistance. We have a great variety of standard papers for your selection—or we offer you extensive facilities for the development of special papers to meet any unusual problem in candy packaging.

Write for our portfolio of samples and working data on the many types of paper we can supply to confectionery manufacturers.

*Riegel Papers*

**RIEGEL PAPER CORPORATION**

342 MADISON AVENUE  
NEW YORK, N. Y.

Introducing New Sweetone Product—

# PADSIT — our new

Candy Box Padding which we have been perfecting for over a year is now available, having these important features:—

- |                |                            |
|----------------|----------------------------|
| 1. Low Priced  | 4. Crisp                   |
| 2. Attractive  | 5. Lower Handling Cost     |
| 3. Extra Bulky | 6. Stocked for Rush Orders |

May we send Samples and Prices to your specifications?  
We know you will be greatly interested.

**Other Sweetone Products:**

DIPPING PAPERS	CHOCOLATE
SHREDDED PAPERS	DIVIDERS
GLOBULAR PARCHMENT	BOATS and TRAYS (Plain and Printed)
GLASSINES	CANDY MATS (Plain and Embossed)
WAX PAPERS	DIE-CUT LINERS
EMBOSSSED PAPERS	PARTITIONS
PROTECTION PAPERS	

**ALSO MAKERS OF  
FLOSSINE**

The Candy Mat  
Supreme!

LET US QUOTE  
ON YOUR  
REQUIREMENTS  
"Specialists in the  
Packaging Field"



**GEORGE H. SWEETNAM, Inc.** 282-286 PORTLAND ST.  
CAMBRIDGE, MASS.

Savers, and yet most of us when we think today of Life-Savers as a novelty are momentarily surprised. Yet when the candy mint with the hole was first brought out, it was a striking novelty. It has succeeded because it has been merchandised as a staple.

I believe in most fields the novelty idea is waning. I don't think it should be allowed to wane in the confectionery field. The novelty appeal of candy, and this goes for the more expensive lines as well as for the 5-cent and 1-cent sellers, can never be overdone, but it most decidedly can be badly done.

Therefore, if I were a confectionery manufacturer, I would ask myself two questions about an item. The first would be, "Should this be merchandised as a novelty or a staple?" The second would be, "If I am going to merchandise it as a novelty, can I eventually lead it into a staple item?"

## Dual Use Packages

Your industry has been a leader in the dual use package. This has a particularly strong appeal for a product that frequently is a gift item. Yet because your industry has been such a successful user of the dual use idea it has also abused it probably as much as any other industry.

A few years ago almost every industry was overdoing the dual use idea, with the result that every industry, including your own, suffered. Today most industries are realizing that dual use packages are adapted at best to a comparatively few lines. Fortunate is the confectionery industry, indeed, in being one of those lines.

Yet just as novelty is a tricky weapon to handle, so is dual use, and it seems to me particularly important that your industry study the latest trends in dual use packages in other fields.

## Study Displays in Other Fields

Let me touch briefly on the subject of displays. A great many candy packages do not do a particularly good job of telling what is inside. Many of them are so small that they can't do much of a descriptive nature beyond a few words of copy in addition to the trade name. Yet it is surprising that many of these products not displayed in cabinets or with counter material are packaged in containers that tell little or nothing about the product.

The most successful candy display, whether it is a cabinet or a counter piece, is that which does the best selling job in letting the public know what the product is and why it should buy it.

One question on display I think is particularly important is this: "How many candy packages will get counter display in stores where counter display space cannot be bought?" Now it has been easy enough to buy display space from a great many chain stores. Yet the package that is most successful is that which wins display space in stores where that space cannot be bought. And the day is coming when the law will say, "You can't buy display space."

Recently I made a study of self-service displays. I was surprised to find out how many of them were called self-service by courtesy only. There are on the market today many excellent self-service display devices.

It is my impression that the candy industry has not made the study of display trends in other fields that it should have. Yet what is happening to the display of merchandise in other fields is vitally important to

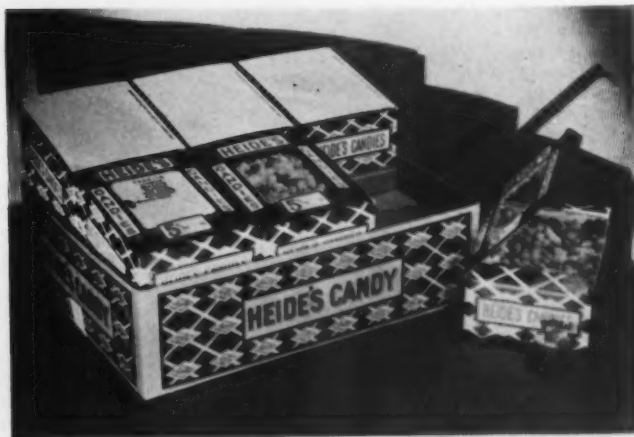
(Turn to page 55)





# Protection ... TO CONTENTS

Make no mistake about it—Hinde & Dauch corrugated shipping boxes have what it takes to protect products in transit—plus engineering skill that makes for economy—PLUS outward attractiveness that helps to merchandise the contents. Three services for the price of one—in H & D corrugated shipping boxes.



## HINDE & DAUCH Corrugated Shipping Boxes

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City \_\_\_\_\_

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# THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

THIS MONTH

## MARSHMALLOWS - CARAMELS - JELLIES

### Code 7A 37

**Caramallows—1 lb.—20c—Sold in Bulk**

(Purchased in a 5c and 10c store, Chicago, Ill.)

**Appearance of Pieces:** Good. Piece is a large marshmallow dipped in caramel and wrapped with a printed wax wrapper.

**Color:** A trifle dark.

**Texture:** Good.

**Taste:** Good.

**Remarks:** A good eating piece, well made and cheaply priced at 20c the pound.

### Code 7B 37

**Assorted Gum Pieces—5½ oz.—10c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good. Three-cornered basket tray wrapped in cellulose with gold printed seal.

**Slices:** Good.

**Orange Slices:** Good.

**Mint Leaves:** Good.

**Spiced Operas:** Good.

**Pear:** Good.

**Remarks:** This is a good assortment of jelly pieces, well made and neatly packed. Very little profit, if any, can be made by the manufacturer in putting out a package of this kind to sell at 10c.

### Code 7C 37

**Assorted Caramels—1¾ oz.—5c**

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of Package:** Good. Six

caramels on a board, printed cellulose wrapper.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best 5c caramel packages on the market. Well made and good eating.

### Code 7D 37

**Jelly Strawberries—8 oz.—10c**

(Purchased in a drug store, New-York City.)

**Appearance of Package:** Good. Card-board folding basket filled with red jelly strawberries wrapped with cellulose.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Flavor:** Fair.

**Remarks:** This is a good looking novelty, well put up, cheaply priced at 10c. Suggest that the flavor be checked up as piece had an odd flavor.

### Code 7E 37

**Marshmallows—½ lb.—10c**

(Purchased in a 5c and 10c store, Chicago, Ill.)

**Appearance of Package:** Good. Printed cellulose bag.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is one of the best marshmallows that the Clinic has examined this year at this price.

### Code 7F 37

**Jelly Slices—1 lb.—20c—Sold in Bulk**

(Purchased in a 5c and 10c store, Chicago, Ill.)

**Appearance of Slices:** Good.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good, except green colored piece.

**Remarks:** A good eating jelly slice. Suggest the flavor be checked up in the green piece as it did not taste good.

### Code 7G 37

**Apricot Nut Jelly Bar—1¾ oz.—5c**

(Purchased in a candy store, San Jose, Calif.)

**Appearance of Bar:** Good. Printed foil wrapper.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating apricot jelly bar. One of the best that the Clinic has examined for some time.

### Code 7H 37

**Nougat Caramels—1 lb.—20c—Sold in Bulk**

(Purchased in a 5c and 10c store, Chicago, Ill.)

**Appearance of Piece:** Good. Piece is nougat with a caramel jacket; cut square.

**Color:** Good.

**Texture:** Good.

**Nougat:** Good.

**Caramel:** Good.

**Remarks:** This is a different piece, well made and good eating. Cheaply priced at 20c the pound.

#### Code 7I 37

**Assorted Jellies—**2¾ oz.—5c

(Purchased in a railroad depot, Chicago, Ill.)

**Appearance of Package:** Good. Cellulose wrapper, printed red and gold seal.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Fair.

**Size:** Good.

**Remarks:** A good looking 5c jelly package. Well made but flavors need checking up as they did not taste good.

#### Code 7J 37

**Toasted Marshmallows—**2½ oz.—5c

(Purchased at a cigar stand, Chicago, Ill.)

**Appearance of Package:** Good. Printed cellulose wrapper.

**Size:** Good.

**Marshmallows—Texture:** Good. **Taste:** Good. **Coconut:** Good.

**Remarks:** This is the best 5c package of toasted marshmallows that the Clinic has examined this year.

#### Code 7K 37

**Assorted Caramels—**2 oz.—5c

(Purchased in a drug store, New York City.)

**Appearance of Package:** Good. Six pieces of caramel on a board, cellulose wrapper; each piece wrapped

***D**UE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established inatory.*

*itself favorably in the eyes of the consumer, and to that extent only can we be considered discrim-*

*Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.*  
—Editor.

in printed cellulose. Chocolate and vanilla flavors.

**Size:** Good.

**Colors:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** One of the best 5c caramel packages on the market. Neatly put up.

#### Code 7L 37

**Nut Nougat Caramel—**1 4/10 oz.—5c

(Purchased in a drug store, New York City.)

**Appearance of Bar:** Good. Printed cellulose wrapper. Four chocolate coated pieces of nougat in a boat.

**Size:** Good.

**Coating—Color:** Light; good. **Gloss:** Fair. **Taste:** Very cheap.

**Center:** Fair.

**Remarks:** Bar is not up to the standard of 5c nougat bars; had a very cheap taste. Name of nougat caramel is misleading as no caramel can be seen or tasted.

#### Code 7M 37

**Licorice Assortment—**2 oz.—5c

(Purchased in a bus depot, San Jose, Calif.)

**Appearance of Package:** Good. Cellulose bag, printed paper clip on top.

**Colors:** Good.

**Flavors:** Good, except in the red pieces.

**Texture:** Good.

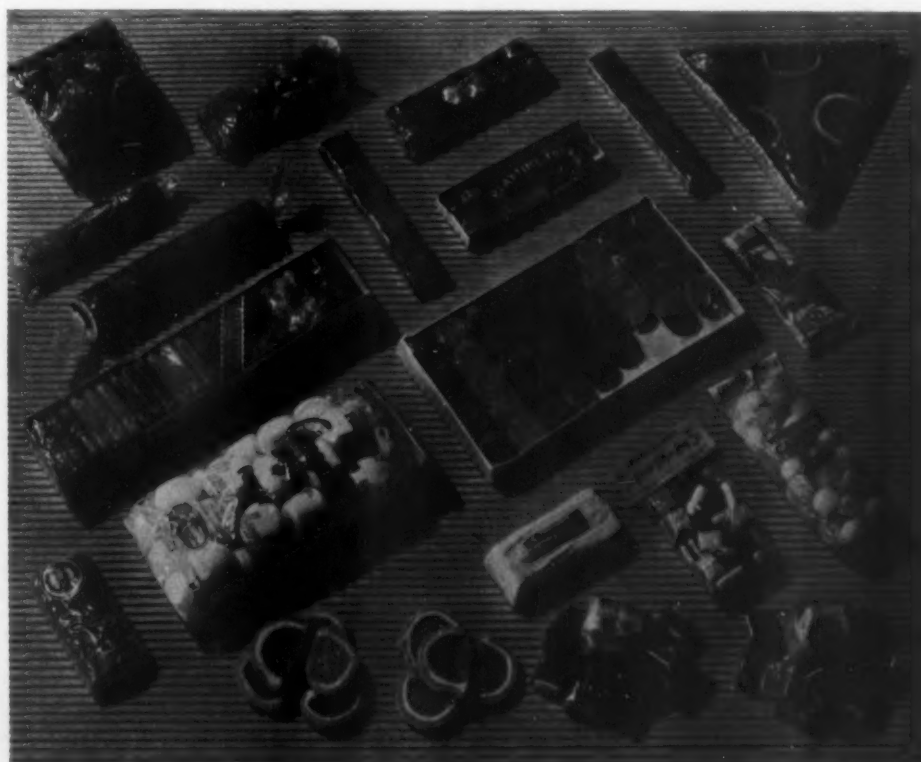
**Remarks:** Licorice pieces are well made. Red pieces had an off taste. A good 5c licorice package.

#### Code 7N 37

**Jelly and Almonds—**About 2½ oz.—10c

(Purchased in a candy shop, San Jose, Calif.)

**Appearance of Package:** Fair; cellulose





bag. (See remarks.) Piece is a small jelly with an almond stuck on top, sugared.

**Jelly:** Good, but did not have any flavor.

**Almonds:** Good.

**Texture:** Good.

**Remarks:** Suggest a printed bag be used. Considerable trouble can be expected when the manufacturer's name and address do not appear on the package. Suggest the jelly be flavored as it did not have any taste.

### Code 70 37

**Jelly Strings—1 lb.—19c**

(Purchased in New York City.)

**Appearance of Package:** Good. Open-faced tray, printed in colors, cellulose wrapper.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Fair.

**Remarks:** This package is neatly put up and makes a good appearance. Flavors are not up to standard. Suggest a better grade of flavors be used. Oil flavors are the best for this type of candy.

### Code 7P 37

**Marshmallows—½ lb.—10c**

(Purchased in New York City.)

**Appearance of Package:** Good. Printed cellulose bag.

**Size:** Good.

**Color:** Good.

**Texture:** Good.

**Flavor:** Good.

**Remarks:** This is well made marshmallow and was in good condition when bag was opened. Suggest marshmallow be made a trifle smaller.

### Code 7Q 37

**Sugar Mints—7 oz.—10c**

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good. Printed cellulose bag.

**Size:** Good.

**Mints (Peppermint and Wintergreen)**

—Colors: Good. Texture: Good.

Flavors: Good.

**Remarks:** A good eating sugar mint, well made. Suggest the peppermint could be a trifle stronger.

### Code 7R 37

**Gum Drops—12 Pieces—5c**

(Purchased in a retail candy store, Boston, Mass.)

**Appearance of Package:** Good. Tray used, cellulose wrapper, red printed seal.

**Licorice and Red—Colors:** Good. Texture: Good. Flavor: Licorice good; could not identify the flavor of the red pieces; sugared.

**Remarks:** A good looking 5c gum drop package. Suggest a better flavor be used in the red gum.

### Code 7S 37

**Orange Jellies—2½ oz.—5c**

(Purchased in a cigar store, Boston, Mass.)

## CANDY CLINIC SCHEDULE FOR 1937

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples by the 1st of month preceding the month scheduled.

**JANUARY—Holiday Packages; Hard Candies**

**FEBRUARY—Salted Nuts and Chewy Candies**

**MARCH—Assorted One-pound Boxes of Chocolates up to \$1.00**

**APRIL—\$1.00 to \$2.00 Chocolates; Chocolate Bars**

**MAY—Easter Candies and Packages; Moulded Goods**

**JUNE—Marshmallows; Fudge; Caramels**

**JULY—Gums; Jellies; Undipped Bars**

**AUGUST—Summer Candies and Packages**

**SEPTEMBER—All Bar Goods; 5c Numbers**

**OCTOBER—Home Makes: 10c-15c-25c Packages Different Kinds of Candies**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages**

Two long bars on a board with printed cellulose wrapper.

**Color:** Good.

**Texture:** Good

**Flavor:** Good.

**Remarks:** These jellies were sugared.

A good eating gum jelly, well made.

Had a good orange flavor. Flavor

is most important in gum and jelly work.

### Code 7T 37

**Gum Toys—2 oz.—5c**

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good. Tray used with printed cellulose wrapper.

**Size:** Good.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Remarks:** This is one of the best 5c packages of its kind on the market. The clerk said that this package is well liked by the children.

### Code 7U 37

**Assorted Gums—1 lb.—29c**

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good. Open printed tray, cellulose wrapper.

**Colors:** Good.

**Texture:** Good.

**Flavors:** Good.

**Crystal:** Good.

**Remarks:** This is the best gum package at this price that the Clinic has examined this year. Gums are well made, flavors are good and the pieces are neatly packaged. Makes

a good looking pound box of gums.

### Code 7V 37

**Coconut Caramel Bar—2¾ oz.—5c**

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Bar:** Good. Cellulose wrapper, printed silver seal. Bar is a coconut paste on a layer of caramel, iced.

**Size:** Good.

**Coating:** Good.

**Center (Coconut) — Texture:** Good.

**Color:** Good. Taste: Good.

**Caramel—Texture:** Good. Color: Good.

Taste: Good.

**Remarks:** This bar is well made. Tasted as if fresh coconut was used. The best bar of its kind that the Clinic has examined this year.

### Code 7W 37

**Peanutines—4 oz.—10c**

(Purchased in a railroad depot, Boston, Mass.)

**Appearance of Package:** Good. Plain cellulose bag, printed paper clip on top.

**Color:** Good.

**Texture:** Good.

**Taste:** Good.

**Remarks:** This is a good eating peanut piece, well made. Suggest this piece be watched during the hot weather, as a number of pieces of this kind have been "killed" by the hot weather. It may be best to take it off the market during the hot weather as this piece will be a very good seller if it is in good condition when the consumer buys it.

## CANDY PACKAGING POINTERS

(Continued from page 50)

the candy industry, which is sold through almost every type of outlet today. For instance, how many candy manufacturers have plumbed the possibilities of jumble and broken displays?

A few years ago a canned goods manufacturer could not get his product into a well-known chain store. Finally, he made this offer to the chain management: "Put your own private brand in two or three of your stores next week. Push that private brand to the limit. Use every device that you know. Then let me follow the next week with my own goods in competition with yours and I'll give you the answer."

The chain made the test and the following week the manufacturer came in with his own canned goods and by clever use of broken floor display out-sold the chain's own private brand two to one, even after the chain thought it had cleaned up on the special the week before.

That experiment, which happened here in Chicago, is typical of a trend that has revolutionized the grocery business. Yet how many candy manufacturers are taking advantage of the jumble or broken display? Not nearly as many as could.

### Research Important

For many years I have begged for more package research. During that time I have been laughed at by some of the best scoffers in the business. And yet I still say that consumer research is an exceedingly important factor in packaging. Dr. Gallup and others have proved that you can do a pretty accurate research job with comparatively small samples. Yet how many of you have ever subjected package design to consumer research? In fact, how many of you have ever asked your dealers what they think?

If I were bringing out a new package today I would submit it to a select group of dealers, to my salesmen and to consumers. Don't laugh at me when I say that I would submit it to the salesmen. Recently Dr. Robert J. Lowink and Dr. Normal C. Meier, psychologists at the University of Iowa, made some tests to find out what classes of people most accurately reflected public opinion. Do you know what class came out on top? They found out that salesmen are the best judges of public opinion. Don't forget that.

In submitting a package to the trade, remember that there are two points of view which should be checked with each other. One of these is the regular trade point-of-view, which is prejudiced and sees only what has been sold in the past. A good research man can detect this quickly. The second point-of-view is that of the more alert merchandiser type, who sees what will sell today and tomorrow and can sense selling opportunities. You will find that the opinion of this type of dealer pretty generally conforms to consumer trends.

In working with consumers I realize that this is not just a simple matter of asking questions. Consumers often are not very articulate about their product and packaging wants. They can tell you whether they like or dislike a specific product, but they have a hard time telling exactly what a product should be. Therefore, physical exhibits should be used when investigating consumer preference. Only in this way can you find out what the consumer really wants. And you will have to change these exhibits several times during research surveys in order to find out what is the true underlying trend.

However, once you have found the trend you can be sure you are going ahead along the right track. Now, this may cost a few dollars, but when you spread that cost over the number of packages you will sell, you will find that it will mean but such a small fraction of a cent per package. And you will have the comforting assurance that you are going along on the right track.

## BOUDOIR DOLL



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WRITE FOR SAMPLES

**STANDARD DOLL CO., INC., DEPT. M.**

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New York City

### Imitation Is Poor Strategy

I think one of the most serious criticisms your industry is open to is the fact that once a manufacturer in this industry pioneers with a new idea, all of his competitors immediately stampede toward that idea, and imitate as closely as possible not only the product but the package and the merchandising plan. Imitation is mighty poor strategy.

If I were a confectionery manufacturer I would be seriously worried when a competitor brought out something new that caught the public's fancy. I might be forced to bring out a product to compete with it, but I could not conscientiously be contented with imitation. No, the only way to meet a success of that kind is to create something that is just as new and just as much better. This may be a little more difficult to do, and may require a little more imagination and constructive use of merchandising brains, but it pays a lot bigger dividends in the long run.

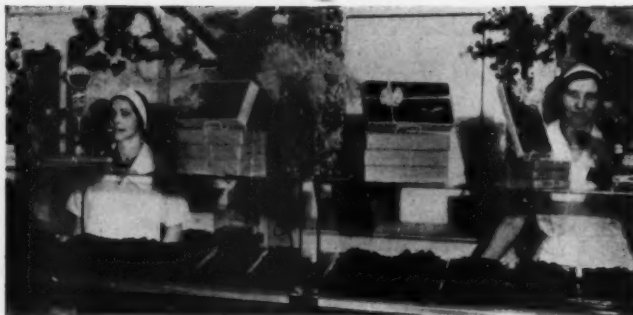
Anyway, don't be afraid that because an idea is old it is no good. We can go too far in experimentation and often for novelty sake discard a tried and true idea. Go ahead and experiment. Experiment and experiment again. But once you have a profit-making idea, hang on to it. But don't hang on to it until the parade has completely passed. Don't think that an idea that failed ten or twenty years ago isn't good today. Look into the cause of the failure. Perhaps the failure was due to factors that had nothing to do with the essential soundness of the idea. Perhaps public tastes have changed.

In closing, let me quote a sentence that Ben Nash recently used in a talk before an advertising agency group. I think it will sum up pretty well the purpose of my talk. In fact, I think it sums up pretty well a very important modern merchandising philosophy.

Here is the thought: "There is nothing so certain as the fact that the manufacturer who used to sell what he made now must make what he can sell."

# CANDY MERCHANDISING

A Service Department to Aid in  
Improving Retailing at a Profit



## Making the Candy Case Pay the Rent

★ By CLARENCE M. DARLING

Manufacturers Representative, St. Louis, Mo.

**T**HIS is a subject in which most everybody is interested, as rent day comes around frequently and, like taxes, is an obligation that must be met. To make the candy case pay the rent necessarily requires interest upon the part of the owner or manager of the store, as the most essential factor is initiative. Initiative in merchandising, initiative in arranging eye-appealing displays, and providing the customers of your store the utmost in value for their money.

Fortunately, candies lend themselves readily to this purpose and we have some very outstanding examples in the merchandising of this commodity, in which it not only pays the rent of the store but also carries the entire overhead as well. I am now referring to the syndicate stores, otherwise known as the 5c and 10c stores. All of you are familiar with the way they merchandise candies, but possibly most of you are not aware that the sale of these candies in these stores accounts for from 20 to 35% of their total volume of business. This is a mighty good example of candies paying the rent.

Candies are a commodity purchased by the consuming public entirely upon impulse; therefore, display is a most important factor in the development of sales. Most everybody has an odd dime or a quarter to spend to satisfy his "sweet tooth," and it is up to you as a dealer to get this dime or quarter.

Candy is one of the few commodities left that has unlimited possibilities. There is a very broad established market. So much so, in fact, that the Department of Commerce ranks this industry eighth in dollars and cents volume of all the food industries in the United States. With this favorable fact, combined with the willingness of the manufacturers to help in a cooperative way, there is no reason excepting lack of interest and initiative for your not getting your full share of this business.

The demand is here, the profit is ample—and the only thing required is initiative upon your part, as the turnover is frequent and the investment required is very limited.

### **Profit Possibilities**

The smartest merchandisers in the world have recognized this fact. I will now call your attention to a

★ **How a manufacturers' representative tells retailers the methods to employ in boosting candy sales.**

few of the profit possibilities and volume of turnover in this field.

The average profit amounts to 33⅓% on sales. Stock turnover will average twelve or more turns per year; or, in other words, a \$100 stock investment should provide a \$1,200 annual business.

The popular price range is in units of sale of 10c-15c and 20c. Selecting the best quality items to be merchandised at these prices is of the utmost importance. For example, a unit to be retailed at 20c, should cost at least 6¾c or 13½c per pound. This permits offering your customer an 8 oz. package for 10c. Items costing 16½c should be retailed at 6 oz. for 10c; items costing 20c should be retailed at 5 oz. for 10c. Using this unit of price permits a wide range of selection in the items that you will be able to offer to your customers,—both in the quality field as well as in the low priced field of candies. Use the ounce method in arriving at your selling prices.

Then, by selection, purchase the best quality items that you can secure within these price ranges. The average person is interested in securing value for his money, both in quality and in quantity. These methods have proven far more successful than simply working along the lines of comparative price appeals, as you are offering values and not simply prices.

In conclusion, I again wish to emphasize that to be successful in the merchandising of candies, first obtain the best quality candies it is possible to secure within your retail price range. Second, feature eye-appealing displays in prominent locations in your store. These will include packages neatly styled, and harmonious color arrangements.

*Editor's Note: Mr. Darling and his organization are now cooperating with retailers in the St. Louis territory in aiding them to make their candy sales equal to their yearly rent. His services are offered the retailers without charge, with the exception of requiring sufficient stock on hand. He recently addressed the convention of the Missouri Pharmaceutical Assn. on this subject.*



## SALESMEN'S SLANTS

C. RAY FRANKLIN, Speaking from Kansas City



WHILE I sit writing this weather report, there is some real weather going on out here. In fact, a near cloud burst is raging with no little wind as its partner. The Middle West has had more moisture this spring to date than for several years past, and crop conditions are fine. Kansas will have a fine crop of wheat, even though the extreme western portion has been dry, unless some unforeseen catastrophe comes along—which is remote, so they say. Nebraska looks fine. Missouri has more wheat than for years, and the row crops look fine. Iowa

is a little late with its corn, due to cold weather and rain, but their oats and alfalfa are fine and the corn will mature according to the majority of authorities. So, taking it all in all, there should be some money in this part of the country this fall.

\* \* \*

Joe Dreibus for many years associated with his father, of the Dreibus Candy Co., Omaha, Nebr., is now representing the Licorice Products Co., Dubuque, Iowa, in the Middle West. Joe and Russell Andelfinger have divided the territory and both will contact the trade. Good luck, Joe, in your new position.

\* \* \*

The tobacco jobbers of Iowa have had several meetings in the past month or so in Des Moines, relative to an association, so I am informed. It seems that tobacco and cigarettes are being sold at very little, if any profit, and they have decided to see if they can make at least some profit on a commodity as much in demand as cigarettes. It would not be a bad idea as I see it, if they included candy in their set-up.

\* \* \*

The following came from O. W. Taylor, N. E. Iowa's most progressive candy jobber at McGregor. "What made you think your husband was intoxicated when he came home last night?" "Well, he shook the clothes tree and started to feel around the floor for some apples!"

\* \* \*

I understand there is a pencil with a compartment holding aspirin tablets on the market. It certainly came in handy to many while making out their income tax blanks last month.

\* \* \*

Woody Wilson, buyer for the Mutual Tobacco Co., Kansas City, Mo., is a busy man but he has time once in a while to tell a good story. Here's his latest. Passenger (in airplane): "Why are you laughing?" Pilot: "I'm thinking of what they'll say at the asylum when they find out I've escaped!"

\* \* \*

Glenn Jones, of Jones & Niles, Des Moines, Iowa, candy and tobacco jobbers, has a friend in Hollywood who brought him the following: Director (during love scene): "But Miss Luscious, you're not getting enough feeling." Actress: "I'm not eh? You try playing opposite this leading man!" I really believe this came direct from Hollywood, as Glenn said.

\* \* \*

Mr. Frank Gillen, Sr., of Gillen & Boney, Lincoln, Nebr., has been and still is away up in Minnesota at his cabin. I understand Frank is doing a lot of fancy fishing and is really catching them.

\* \* \*

Gentleman (at the door): "Is May in?" Maid (haughtily): "May who?" Gentleman (peevish): "Mayonnaise." Maid (shutting the door): "Mayonnaise is dressing." The above should have come from a General Foods or Kraft salesman, but it did not. Believe it or not, it came from Francis Heroux, who sells licorice for Switzer's, of St. Louis.

JULY, 1937

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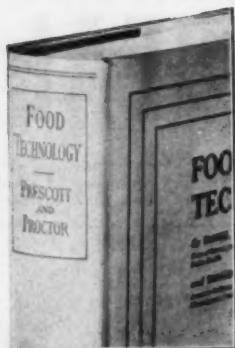
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"IMPROVED METHODS IN THE MANUFACTURE OF FONDANT GOODS," by H. S. Payne and J. Hamilton, Carbohydrate Laboratory, Bureau of Chemistry, U. S. Dept. of Agriculture.—20 cents each.

"THE HOW AND WHY OF A THOUSAND ACCIDENTS IN CANDY FACTORIES," by Joseph E. Magnus.—5 cents each.

"STEAM JET REFRIGERATION AS APPLIED TO THE CANDY INDUSTRY," by John R. Moore.—5 cents each.

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400 W. Madison Street Chicago, Ill.



TO THE PIONEER BELONGS THE REPUTATION.—A bulletin issued by Corn Products Sales Company, New York City.

PAN-AMERICAN CANDY CRAFT.—A booklet containing 50 South American candy formulas, with colorful illustrations. Features "Freshness from Kettle to Consumer." Issued by the Nulomoline Company, New York City.

PACKAGES AND PEOPLE.—A tabloid newspaper devoted to news on merchandise on the market made from Du Pont products. Issued by E. I. DuPont de Nemours & Company, Wilmington, Del.

UTAH-ELECTRO MAGNETIC VIBRATING SCREEN.—A colorful leaflet No. 2247 on "Utah," an electro-magnetic vibrating screen which has no rotating parts and operates on a new principle that uses alternating current without resorting to expensive auxiliary equipment. It is built in several sizes, either open or closed, and has openings of 1/2 inch or less. Issued by Allis-Chalmers Manufacturing Company, Milwaukee, Wis.

UTAH-ELECTRO MAGNETIC FEEDER.—An illustrated bulletin No. 1833 on Utah electro-magnetic feeders and conveyors which can be used to handle any dry or moist material that can ordinarily be handled, delivering it at a thoroughly uniform rate to crushers, screens grinding mills, belt conveyors, concentrating and other processing equipment.

SCHIMMEL & COMPANY, INC., SUMMER-1937 PRICE LIST.—Issued by Schimmel & Co., Inc., New York City.

CONFECTIONERY PRODUCTION AND DISTRIBUTION 1936.—Survey of the confectionery industry for 1936 by the Foodstuffs Division, Bureau of Foreign and Domestic Commerce. Issued by the Department of Commerce, Washington, D. C. Price 10 cents.

MAKING FINE CANDIES WITH THE USE OF BURKE PRODUCTS.—A colorful semi-loose leaf formula booklet containing numerous tested formulas of candies made with Burke ingredients. Issued by Burke Products Co., Chicago, Ill.

COUNTERBOY TAPE SEALER.—A folder illustrating and describing different models of tape sealers manufactured by Better Packages, Inc., Shelton, Conn.

STOKES LABORATORY SHELF DRYER No. 51.—A leaflet containing information on the laboratory shelf dryer No. 51 which is very useful in industrial and research laboratories, technical schools and universities, for vacuum drying or evaporating chemical, pharmaceutical food and similar products sensitive to heat or oxidation. Issued by F. J. Stokes Machine Co., Philadelphia, Pa.

STOKES TABLET MAKING MACHINERY.—A leaflet illustrating and describing tablet machines. Issued by F. J. Stokes Machine Co., Philadelphia, Pa.

NEOPRENE.—A colorful brochure containing information on Neoprene, an engineering material with rubber-like properties, which resists the deteriorating effects of oil, heat, sunlight, chemicals and oxidation. Specific application of neoprene, including hose, electrical cable, molded parts, extruded material, sheet goods and gaskets are also described. A summary of the method of making neoprene and its chemical composition is also included. Issued by the Rubber Chemicals Division, E. I. DuPont de Nemours & Company, Wilmington, Del.

ANIMAL AND VEGETABLE FATS AND OILS.—A booklet issued quarterly which gives statistics on their factory production, consumption, imports, exports and warehouse stocks. Issued by U. S. Department of Commerce, Washington, D. C.

REACTIONS OF THE ALPHA AND BETA SUGARS WITH BROMINE WATER AND A SYSTEM FOR THEIR CLASSIFICATION.—Research Paper RP969, by Horace S. Isbell and William W. Pigman. Issued by U. S. Department of Commerce, Washington, D. C.

CANDY.—A folder showing the line of various machines and hard candy dies made by this firm. Issued by Racine Confectioners' Machinery Company, Racine, Wis.

**FRITZSCHE BROTHERS, INC., JULY 1937 WHOLESALE PRICE-LIST.**—Issued by Fritzsche Brothers, Inc., New York City.

**DEXTROSE AS A "DOCTOR."**—A booklet on the characteristics of cerelose. Issued by Corn Products Sales Co., New York City.

**RETAIL AND WHOLESALE PRICES OF REFINED SUGAR IN 22 SELECTED CONSUMING COUNTRIES.**—A bulletin giving information as to the price consumers in various foreign countries pay for refined sugar, with additional data, such as per capita consumption, import duties, and excise taxes. By Albert S. Nemir, Chief, Sugar, Confectionery and Nuts Section, Food-stuffs Division, issued by Department of Commerce, Washington, D. C.

**THE SOCIAL SECURITY ACT—WHAT IT IS AND WHAT IT DOES.**—An analysis of the Social Security Act, its operation and administration. Issued by Social Security Board, Washington, D. C.

**80TH ANNIVERSARY BOOKLET.**—A brochure in commemoration of the 80th anniversary of T. M. Duche & Sons, Inc., which relates the history of the company since it was founded in London in 1857 and lists the names of the executives of the company. Issued by T. M. Duche & Sons, New York City.

**MODERN CORNELL DOORS—UPWARD ACTING.**—A twelve page general catalog featuring actual installations of Cornell upward acting doors and grilles. Unusual applications are also shown. Issued by Cornell Iron Works, Inc., Long Island City, N. Y.

**RECORDING CONTROLLING INDICATING INSTRUMENTS.**—A colorful collection of bulletins and reprints which give information in detail and with photographs on the recording, controlling and indicating instruments made by this company. Issued by The Bristol Company, Waterbury, Conn.

**METALASTIC PACKINGS.**—A descriptive and pictorial catalog on packings for an exceptionally wide range of stuffing box services. The catalog shows Metalastic coils, how to pack high pressure steam valves, steam heating valves, and refrigerating equipment. Issued by Metalastic Manufacturing Corp., Hackensack, N. J.

**MONSANTO CURRENT EVENTS.**—A publication containing articles, with illustrations on chemistry, facts and photographs on the expansion of this firm, and intimate highlights of many of its personnel. Issued by Monsanto Chemical Co., St. Louis, Mo.

**THE NEW SUPER-POWER IDEAL 3-IN-1 CLEANERS.**—A colorful folder describing and illustrating the super-powered cleaners which vacuum, blow and spray. Issued by Ideal Commutator Dresser Co., Sycamore, Ill.

**NEW SAVINGS TO OFFSET HIGHER COSTS.**—A colorful folder illustrating wrapping machines made by this firm. Issued by Package Machinery Company, Springfield, Mass.

**HEART-O-MILK AND HEART-O-CREME.**—Small folders containing proven formulae with these products. Issued by Basic Industries, Inc., Chicago.

**QUALITY CANDY, MR. CONFECTIONER.**—A new colorful booklet on Pectin goods, illustrated with charts and photographs showing why all confectioners should make Pectin goods. It contains seven commercial recipes together with two pages of suggestions and comments for the man who actually makes the candies and another page showing some of the usual types of packages in which Pectin Goods are now being packed. Issued by California Fruit Growers Exchange, Ontario, Calif.

## **SALESMEN AS REAL AMBASSADORS**

*(Continued from page 29)*

healthier state than it has been for many years. It is up to salesmen and employers alike to put their shoulders to the wheel to stop these misguided sales policies that are helping to deprive the manufacturers of even a fair profit and, consequently, all their employees of their just return for their labors.

Editor's Note: Mr. Kelly in his excellent talk, received as this issue went to press in advance of the convention, also covered many other attributes of successful candy salesmen, including knowledge of their lines and merchandising aids to customers. He urged support of "Sweetest Day," this year—October 16. A report on the N.C.S.A. convention will be included next issue. James D. Hart, of Fall River, Mass., and Henry H. Michaels, New York, were president and secretary, respectively, the past year.

Clarence P. Harris, Ph.D.

● Industrial Chemist ●

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## THE CANDY MAN'S CALENDAR

AUGUST							1937
SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

8th Month—31 Days—4 Saturdays—5 Sundays

		PLANNING SEASON FOR WHOLESALE MFRS.: Thanksgiving Specialties Planned, Early Easter Boxes, Christmas Goods Production.
		PLANNING SEASON FOR RETAIL MFRS.: Thanksgiving, Xmas Assortments, Fall Production.
1	S	Jobbers Salesmen's Assn. of Western Pa., Webster Hall, Pittsburgh.*—Are your moths hatching nicely? Too bad you didn't fumigate.
2	M	Candy Production Club of Chicago, Lake Shore Athletic Club, Chicago.*—Central N. Y. Candy Jobbers, Hotel Syracuse, N. Y.*—Chicago Candy Club, Maryland Hotel, Chicago.†
4	W	Retail Confectioners' Assn. of Philadelphia, Inc., Turngemeinde Hall, 1705 N. Broad Street.*—Wholesale Candy Jobbers' Assn., Y. M. C. A., Lawrence, Mass.†—Colorado Confectioners' Assn., Oxford Hotel, Denver.†—Southern N. E. Wholesale Confectioners' Assn., Remington Hall, Y. M. C. A., Fall River, Mass.*
5	Th	Westchester County Candy Jobbers' Assn., Jewish Community Centre, Yonkers, N. Y.†—Cincinnati Candy Jobbers' Assn., Grand Hotel.*—Keystone Jobbing Assn., Chamber Commerce Bldg., Scranton, Penn.†
6	Fr	Falls Cities Confectioners' Club, Louisville, Ky.*—Wolverine Candy Club, Norton Hotel, Detroit, Mich.*—Retail Confectioners' Assn., Hotel Majestic, Philadelphia.*
7	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel, 12:30 noon.‡
11	W	Manufacturing Confectioners of Baltimore, Hotel Emmerson.
13	Fr	Assn. of Mfrs. of Conf'y and Chocolate of N. Y., Pennsylvania Hotel, N. Y. C.‡
14	Sa	Kansas City Candy Club, Pickwick Hotel.*—Get Christmas orders in early. Give the factory time to turn out goods in the right way.
16	M	Chicago Candy Club, Medinah, Chicago.
17	Tu	Candy Executives and Ass'd Industries Club, St. George Hotel, 51 Clark St., Brooklyn.*
18-21		National Food Distributors Association Convention, Sherman Hotel, Chicago.
19	Th	New York Candy Club, Inc., Park Central Hotel.*
21	Sa	St. Louis Candy Salesmen's Assn., American Annex Hotel.—Now's the time to start selling goods at a profit.
26	Th	Mfrs. of Conf'y and Chocolate of State of N. Y., Pennsylvania Hotel, New York.*—Utah-Idaho Zone Western Confectioners' Assn., Salt Lake City.*
28	Sa	Pittsburgh Candy Club, Pittsburgh, Pa.*
29-30		Leipzig Trade Fair, Germany.
30	M	Candy Square Club of N. Y. City, Inc., Hotel McAlpin.—From now on business should be good.
		*Monthly Meeting. †Weekly Meeting. ‡Bi-Monthly Meeting.

